

# Plain Talks & News

**SAM  
IS COMING**



MARCH, 1968



## No Time for Tax Waste

R. B. Tootell, head of the Farm Credit Administration, opposes a proposal that his organization provide loans to rural electric cooperatives. He is reluctant to get embroiled in the controversial issue. "As it now stands," he told cooperative leaders, "the farm credit system is virtually noncontroversial. The rural electrification program is not."

Rural America today is largely electrified, thanks both to investor-financed concerns and cooperatives that get public money. In Texas, which has more farms than any other state, 97 per cent of them are electrified.

Additional financing for power and telephones, and expansion into urban fringe areas have been objectives of this drive. Last year the House Rules Committee killed the effort. Rep. W. R. Poage of Texas this year introduced a separate bill to establish a quasifederal bank for financing expanded rural telephone service.

The respected Texas Chairman of the Agriculture Committee commented that his bill is "in the economy of government" because it is designed in time to get the government out of the telephone business. It is highly desirable to get the government out, but there is another side to this.

Rules Committee Chairman William Colmer, D. Miss., is right in saying, "It seems to me you are branching out into some new fields, and I have some reservations about it."

Most taxpayers will agree this is no time for federal spending that is not immediately essential. Certainly it is no time to allocate everyone's money to institutions competing with investor-financed utilities. That Rules Committee wisely postponed consideration of the proposal.

Dallas Morning News, February 12, 1968



# News Briefs

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## 300,000TH HOME CUSTOMER ADDED TO SYSTEM IN MARCH

A milestone in our corporate history was reached March 20 when the Company added its 300,000th residential electric customer. The magic number went to Mr. and Mrs. Wiley Schexneider of Lake Charles. Mr. Richard and Mr. Werner were at the Schexneider home to welcome "Mr. and Mrs. 300,000th" to the Gulf States system.

## ANNUAL REPORT READY FOR GSU STOCKHOLDERS

Our Company's annual report has been mailed to 21,046 shareholders and to security analysts across the United States. The 1967 report carried the theme of industrial construction and expansion in the GSU service area. Over \$550 million was spent on industrial growth within the system during 1967. Other highlights were: GSU spent \$77.7 million for construction in 1967, total assets reached \$626,400,000 and revenue increased by nine per cent to \$147,722,226 for 1967.

## SURVEY SAYS PUBLIC VALUES ELECTRICITY

Results of a recent survey conducted by the Opinion Research Corporation show that most people feel they get the most value for their money from their electric and telephone services. Some 63 per cent said electricity gives them more for their money than anything they purchase today. In a similar survey, when asked which of a given list of industries is most responsible for air pollution, only 14 per cent listed electric utilities as a prime source. However, in 1965, a similar question received only a five per cent critical response. The reason for this increase is very likely because of the volume of national publicity which has been directed at environmental cleanliness and beautification since the 1965 poll.

## DOUBLE YOUR PLEASURE, DOUBLE YOUR TAXES

A cigarette manufacturer submitted two elongated cigarette "assemblies" to the Internal Revenue Service asking IRS to rule that each assembly was only one cigarette for tax purposes. One assembly was a roll of paper-wrapped tobacco with a filter in the middle; the other, a roll with a filter at each end. These assemblies, in a package of 20, would allow the customer to cut or break each one in half to get two filter cigarettes. It's not how long you make it, ruled IRS; the assemblies are still taxable as two cigarettes.



#### DID YOU PUT THAT CIGARETTE OUT?

habits and make sure that cigarette is snuffed out before leaving it or going to bed.

Speaking of cigarettes, over 200,000 fires are caused each year by unthinking smokers. Check your own smoking

#### BUY YOUR ELECTRICITY FROM A PARKING METER

Rockwell Manufacturing Company has developed a prototype parking meter equipped with an outdoor receptacle, a conduit to the timing mechanism and a microswitch. Rockwell expects parking meter sales of electricity to become common at such places as marinas and night lighted tennis courts. Cold weather possibilities include dipstick heaters in conventional automobiles.

In the not too distant future, scientists predict you will be able to purchase electricity from parking meters. Rock-

#### A PROGRESS REPORT ON MAJOR PROJECTS

Progress is on the move at the three power plant construction projects of Gulf States. As of March 15, unit number three at Willow Glen Station was 43 per cent complete. Commercial operation is scheduled for March 1, 1969. Workmen are now erecting steel for unit number four at Roy S. Nelson Station and hope to begin erecting the boiler in April. The unit is now less than 10 per cent complete. Commercial operation is set for Nov. 1, 1969. Construction is in the initial stages for the power plant at the new Lewis Creek Station with ground excavation and foundation work under way. Commercial operation of the first unit is scheduled for Oct. 1, 1970 with the second unit to follow April 1, 1971. For the reservoir, concrete is being poured at the spillway. Wet weather and soil has delayed work on the earth dam somewhat, but since work crews got an early start, the project is still on schedule.

Progress is on the move at the three power plant construction projects of Gulf States. As of March 15, unit num-

#### COMPANY TO SPONSOR GROUP AT SYMPOSIUM

Symposium at the University of Texas June 4-7. The symposium is co-sponsored by the university and the Texas Atomic Energy Research Foundation, which is composed of the ten electric utilities in Texas, including Gulf States. The Foundation is supporting research at the university aimed at controlling the nuclear fusion reaction for the generation of electricity.

For the eighth consecutive year, GSU will sponsor 42 high school students and teachers at the Texas Nuclear Science





#### OUR COVER

"Who is SAM?" That's what these two Nelson Station employees seem to be saying in unison with Gulf Staters throughout the system. See the article on page 2.

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Editors.



**W**HO or what is this creature named SAM that everyone at Gulf States has been talking about lately? One seldom steps on an elevator or sits down for a cup in the coffee shop these days without his (or its) name popping into the conversation.

Banners fly everywhere in the system announcing proudly that he is coming, signs ask whooo he is and rumors run rampant. Even **Plain Talks** fell victim to the mysterious visitor last month when his name was scattered throughout the February issue.

Tired of guessing at SAM's identity, **Plain Talks** traveled across the system asking Gulf Staters who this mysterious character was. Several different replies were received, though, and it's anybody's guess which, if any, is correct. Read the replies spread across these pages and see if any make sense to you.

*"It could mean a lot of things but I feel SAM is a safety slogan 'Safety Around Machinery.'"*

**John Window**  
Repairman First Class  
Roy S. Nelson Station



# Who? is



?



*"It just has to have something to do with safety. I guess its the initials for a safety slogan. I don't have any idea what the slogan might be though."*

**Sam Chamberlain**  
Equipment Operator  
Roy S. Nelson  
Station

*"Some salesman is coming maybe. I don't know but I would think it must have something to do with sales campaign."*

**Wilfred St. John**  
Laborer II  
Lafayette

?



*"I think SAM has something to do with safety and management."*

**Armand Demers, Jr.**  
**Relay Department**  
**Baton Rouge**



?

# SAM

?



*"It has to do with either sales or safety; and I would lean toward thinking it is safety."*

**Robert Wynne**  
**Budget, Financial, and**  
**Regulatory Reporting**  
**Beaumont**

?



?

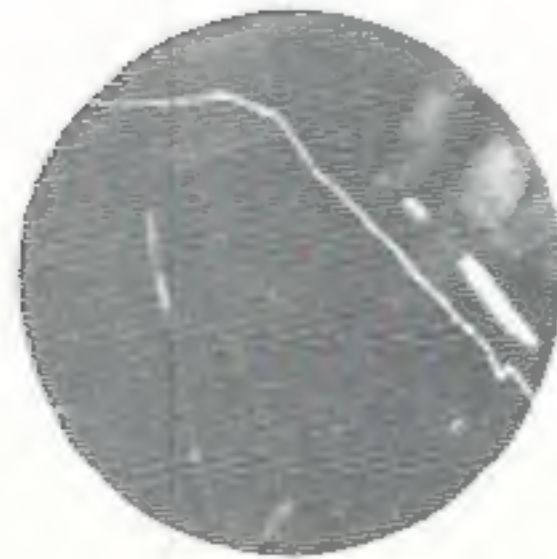


*"I am not sure but I think SAM is a safety slogan meaning Safety A Must."*

**Wanda Hubbard**  
**Stenographer**  
**Baton Rouge**

*"I think it means, Safety Awards Meetings, I'm not sure though."*

**Jimmy McGrew**  
**Lineman**  
**Beaumont**







Carolyn Mayer, home service advisor for the Jennings and Sulphur Districts, outlines her day in the Lake Charles office before beginning her rounds.

# GSTU's

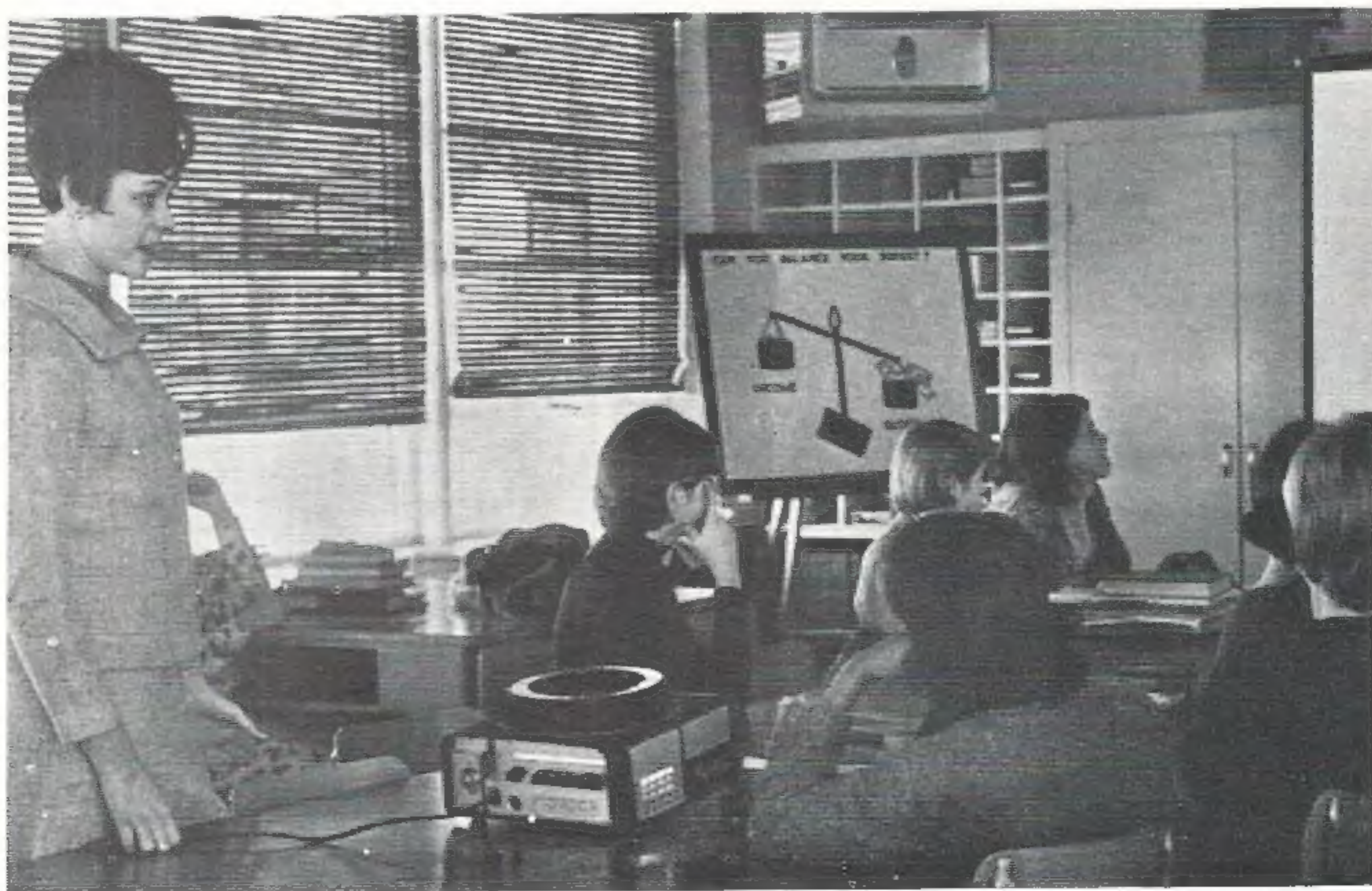
**T**O be the "girl Friday" of every homemaker and school teacher in the Jennings and Sulphur Districts seems a pretty tall order, but this is exactly what Carolyn Mayer, home service advisor, has been doing for the past five years.

She is typical of the Company's 15 home service advisors stationed across the system.

"My job keeps me on the run quite a lot," says Carolyn, "but I can't think of anything that I would rather do."

Carolyn, a native of Crowley, La., holds a degree in Home Economics Education from the University of Southwestern Louisiana at Lafayette. She joined the Company as a home service advisor upon graduation.

## Home Service Advisor Offers Assistance and Advice To Homemakers, Teachers, Students and Appliance Dealers



Carolyn presents a slide talk to interested young future homemakers of a home economics class at Elton High School in Elton, La.



# Girl Friday

"I find my work very rewarding," says Carolyn. "Teaching a group of Girl Scouts to cook or assisting a homemaker in designing her kitchen is quite gratifying; especially when the children tell you that they baked the cookies you taught them how to make for their family or when a homemaker takes your advice to heart and builds her kitchen around your suggestions."

There's a lot more to the job of home service advisor, though, than just teaching cooking and designing kitchens.

**A**NOTHER of their duties is to work closely with appliance dealers. If a homemaker buys a new electric range from either a dealer or the Company in Carolyn's district, for example, she gets a call.

"If customers wish, I visit in their home and demonstrate all the features of their new electric appliance," she says.

Also Carolyn is a favorite of school home economics teachers in her area. She works with the teachers in giving demonstrations on electric cooking, lighting or housepower in the home. Equipped with displays and side projector, she visits the schools and gives a demonstration on whatever phase of homemaking the class is studying at the time.

Teachers and students alike look forward to her visits as informative departures from the routine.

**S**ALES promotions worked up with dealers are another of Carolyn's duties.

"Sometimes we will connect a range and actually prepare dishes right on the dealer's sales floor," she says. "The aroma of a chicken broiling or a ham baking usually draws a large crowd."

Carolyn has also given demonstrations wherein customers would bring in wet clothes to be dried

electrically. "We have a meter hooked to the dryer demonstrating that it costs only pennies to dry a load of clothes with electricity."

She also conducts schools for dealers telling them of new appliances and demonstrating the latest features of electric living so that they may do a better job. "At these meetings the dealers always enjoy demonstrating what they have learned by actually putting on an apron and cooking a meal or washing clothes," she said.

**I**N another phase of her youth work Carolyn often acts as judge for various cooking contests conducted by 4-H groups. She also works closely with 4-H leaders in preparing programs, contests and



Carolyn explains proper care and cleaning of electric range to a homemaker near Jennings, La. Carolyn assisted in the design of the kitchen in this new home.





Preparing for a cooking demonstration at the Jennings office.

ence you never know.

"I recall one time when I was giving a demonstration and a potato exploded in the oven. This is a once-in-a-lifetime sort of thing, but it had to happen to me in front of hundreds of people.

"There wasn't time to stop and clean the oven so I merely explained, as calmly as I could, that we wouldn't have to worry about that old potato being stuck all over the electric oven. Since it was self cleaning, we could just let it cook into the surface and then clean it up later.

"It was all I could think to say."

**T**HE resourcefulness shown in the instance is typical of Carolyn Mayer. She is the type that you would like to be shipwrecked on a desert island with, not only because of her beauty and charm, but because Carolyn would find a way to make coconuts taste like corned beef and cabbage. She would set up garden lighting around the lagoon and design a gold medallion house for you from coconut palms that would prove more efficient than the one you had at home.

This is Carolyn Mayer . . . GSU's "girl Friday" to thousands of homemakers, teachers and students in southwest Louisiana.

other events aimed at teaching farm youngsters about their way of life.

Demonstrations to various women's clubs also constitute a large portion of the work of a home service advisor. Entire meetings of a garden club, for example, will be built around garden lighting demonstrations.

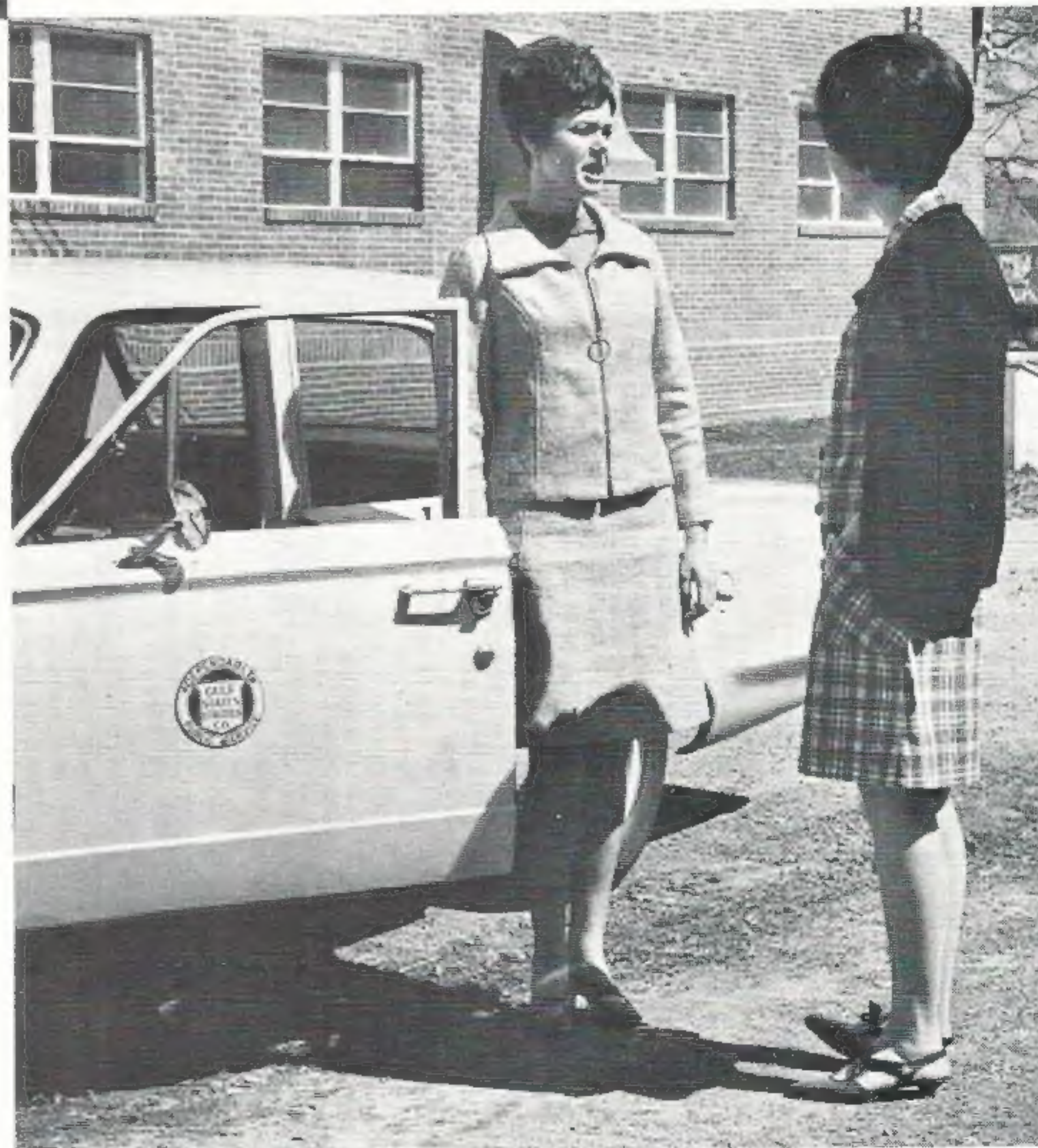
**Y**ET another hat that Carolyn wears is that of the journalist. She writes educational articles for two newspapers in her districts, the Jennings Daily News and the Sulphur Southwest Builder.

The household hints type columns are entitled "Light Homemaking."

"I get a world of satisfaction out of this," Carolyn says. "I often receive letters thanking me for my advice on a particular household chore or asking if I could run my favorite recipe for this or that."

Behind her pleasant smile and pretty face, Carolyn hides a quick, resourceful mind. She handles problems with a moment of thought and a smiling solution.

"Everything goes smoothly most of the time," says Carolyn. "But when cooking in front of an audi-



**A Home Economics** teacher listens intently as Carolyn tells of demonstrations and slide talks available besides the one she has just given to her class. Many teachers coordinate their teaching schedules closely with home service advisers throughout the system.





# INSPECTION

UNIT Number 3 at Sabine Station near Bridge City celebrated its first birthday Dec. 23, 1967. Power plant personnel from across the system gathered to mark the event, not with cake and ice cream, but with hard hats, work clothes, tools and equipment.

On January 13, the 440,000 kilowatt unit, our largest, was removed from service and given its Internal Warranty Inspection.

From Baton Rouge, Louisiana Station sent 11 mechanics and an electrician to the affair; Willow Glen of Baton Rouge sent one mechanic; Roy S. Nelson Station of Lake Charles sent one mechanic and an electrician; Neches Station of Beaumont sent 10 mechanics, three electricians and four laborers; and System Plant Accounting sent an accountant.

These men, along with an auxiliary crew from Sabine Station, tackled the task of dismantling and inspecting the 1,414,000 pounds of steel that make up the turbine and generator, as well as visually inspecting the boiler that serves the unit.

Much planning went into the operation long before a date was ever set for removing from service the unit which supplies 18 per cent of our generating capability. The shutdown had to be coordinated with the Company's other power plants and inter-

*Company's Largest Unit — Sabine III  
Receives Internal Warranty Inspection*





**Marvin Vincent**, from Louisiana Station, cleans a part of a valve.



**Jim Harvey**, accountant for the job, reviews time sheets with **L. E. Stough**, test foreman.

connected electric utilities to insure a continuous flow of power.

Based on previous experience, the operation was tentatively scheduled to take eight weeks, but until the 174,000 pound steel covers were lifted there was no way of knowing exactly how much work lay ahead.

**A**S a part of the planning, an "arrow diagram" was drawn giving an hour-by-hour plan of the entire project. The diagram furnished the basis for a computer analysis of the job. Information from the diagram was punched into cards and fed into the computer, which calculated manpower needs and approximate length of time for the outage.

The hour-by-hour diagram was then reworked on a man-by-man basis. A glance at the diagram revealed what any member of the crew was doing at a given moment.



**Vernon Holland**, (pointing) day foreman, reviews arrow diagram with **Charles Schmidt** of General Electric Company.

**N**EXT a "pre-inspection meeting" was held at the plant. Supervisors of the project discussed the ground rules for the job. Hours of work and various phases of working conditions were set. An organization chart for the job was drawn.

Then, personnel for the inspection were chosen and a definite date for removal of the unit from service was set. When the personnel arrived, a meeting was held and the ground rules explained. A safety meeting was also held and all relevant safety practices discussed. Teamwork required of all personnel was outlined in detail.



As first phases of the work began, service representatives from manufacturers of the equipment arrived on the scene. They also looked over the parts as they were removed.

Two primary work crews worked eight hours daily, five days a week. Coordinator for the day crew was W. A. White, maintenance planner at Sabine, and night crew coordinator was H. T. Henriksen, maintenance planner in the System Production Department.

During the inspection, the turbine and most of the auxiliary equipment, such as pumps, switches and heat exchangers, were completely dismantled and inspected.

When the turbine was completely disassembled, the engineers could better judge how long the job would take. The arrow diagram was, therefore, updated to conform to conditions at that time.

**E**ACH of the turbine's blades was blast-cleaned with aluminum oxide, a process similar to sandblasting, and non-destructive tests such as X-rays were used to search out cracks and other defects hidden from view.



Workmen prepare to lift the high pressure spindle.

The boiler was given a thorough visual inspection by both Company personnel and state boiler inspectors. Pressure and hydrostatic tests were run, and pressure tests were run on each piece of equipment as it was reassembled.

**A**S reassembling began, the arrow diagram was once again reworked to furnish a final completion



Large overhead crane is used to transport high pressure spindle from turbine room for cleaning and inspection elsewhere.


date for the project and to set declining manpower needs as the inspection drew toward a conclusion. The diagram was a most essential part of the operation giving personnel a detailed plan to work by and allowing management to know the status of the work at any given time.

Upon completion, the system operator was responsible for putting Unit 3 back on the line as soon as possible. It started pulsing out kilowatts again at 6:36 pm on Saturday, March 23.

The 12,000 man-hour task came off without a hitch. No lost time accidents occurred, and everything went along smoothly — thanks to much advanced planning and the many conscientious Gulf Staters who played a role in the work.

**O**NE important result of the operation was that of training. Personnel from several plants were brought together, and by working as a team they passed much valuable information from one man to another.

This inspection of Sabine Number 3 was of utmost importance because it was the first. All units are under manufacturer's warranty for one year after purchase. This is why they are closely inspected after their first year's service.

After the first inspection the unit is put on a five year schedule. In 1973, therefore, Sabine Number 3 will celebrate its sixth birthday by being taken apart and put back together again. 



# SERVICE AWARDS

FORTY YEARS



**E. H. Pintsch**  
Administrative Services  
Beaumont



**C. M. White**  
Administrative Services  
Beaumont

TWENTY  
YEARS



**W. S. Crockum, Jr.**  
Administrative  
Services  
Beaumont



**Leo Herrington**  
Production  
Willow Glen  
Station



**Eleanor J. Triplett**  
System Treasury  
Beaumont



**D. J. Williford**  
Production  
Neches Station

TEN  
YEARS



**G. L. Anderson**  
Information and  
Data Services  
Beaumont



**Jesse Bellair**  
T & D  
Port Arthur



**R. E. Boenker**  
Distribution  
Conroe



**C. E. Chick**  
Rates and  
Depreciation  
Beaumont



**W. P. Dillon, Jr.**  
Distribution  
Port Arthur



**J. V. Faggard**  
Production  
Sabine Station



**G. R. Hayes**  
Distribution  
Sulphur



**Modena E. Maddox**  
System Treasury  
Beaumont



**D. E. Pairett**  
Sales  
Beaumont



**D. A. Puckett**  
Distribution  
Port Arthur



**E. F. Sarver**  
Distribution  
Lafayette



**C. A. Shankle**  
Administrative  
Services  
Beaumont



**R. A. Sheffield**  
Administrative  
Services  
Beaumont



**J. D. Watkins**  
Distribution  
Port Arthur



# Dogwood Festival Directors Name Mr. Richard "Mr. East Texas-1968"

Board Chairman Glenn E. Richard became the second man ever to be named "Mr. East Texas" by the Tyler County Dogwood Festival Operating Directors at recent ceremonies in Beaumont.

Members of the press and television were on hand as Mr. Richard received a plaque from the directors naming him "Mr. East Texas—1968."

"I consider this to be a very high honor indeed," Mr. Richard said at the awarding ceremonies. "It is one of the highest honors that can be paid a person in this part of the state, and I feel very privileged at having been chosen a recipient."

The award was initiated only last year as part of the Dogwood Festival, an annual event held in Woodville, Tex.

This year will mark the 25th anniversary of the festival, and activities will take place Saturday, March 30.

Mr. Richard will ride in a parade and

will be presented to the audience as Mr. East Texas at the Queen's Coronation in the Dogwood Amphitheater that night.

The ceremonies will be followed by a pageant on "The Roaring 20's" and two separate dances.

Mr. Richard's name will also be engraved on a permanent trophy which hangs in the lobby of the Dogwood Motor Hotel in Woodville.

Festival directors who presented the honor were F. M. Archer, F. B. Sullivan, Fred Bennett, Bob Belt, Gilbert Wright, Jim Gainey and Wyatt Bell. Mr. Bell is local superintendent in Woodville.

In the words of the award itself, it is "presented to the East Texan who best exemplifies the spirit and qualifications which advance, shape and give direction to the growth and progress of East Texas."

## Matherne To Retire From Willow Glen

Allen J. "Boots" Matherne, Jr., superintendent of Willow Glen Power Station since 1959, will end 41 years of service to Gulf States when he retires April 1 of this year.

Mr. Matherne said he has no set plans upon his retirement,



Allen Matherne, Jr.

but he will just "take it as it is until I get tired of doing nothing; then I might start doing something." The Iberville, La. native received a B.S. degree in electrical engineering from Louisiana State University in 1926 and joined GSU that year as assistant auxiliary operator at Neches Station in Beaumont.

He progressed through several positions and was transferred to Louisiana Station in 1930 as assistant test engineer. Three years later he was promoted to test engineer.

In 1947 Mr. Matherne was transferred to the old Riverside plant in Lake Charles and promoted to maintenance engineer. He was then transferred back to Louisiana Station in 1956 with the same title.

Mr. Matherne was promoted to superintendent of Willow Glen on June 1, 1959. Thus, he has served GSU in four different generating plants.

He completed the Public Utilities Executive Course at Georgia Tech University in 1961, and also completed a correspondence course in industrial management from the International Correspondence Schools.

He and his wife, the former Gladys Brechtel of Baton Rouge, live at 7166 LaSalle in Baton Rouge. He is a member of the Catholic faith and a member of the Louisiana Engineering Society.



Mr. Richard receives a plaque naming him "Mr. East Texas—1968" from the Tyler County Dogwood Festival Operating Directors at ceremonies in Beaumont, March 5. From left are assistant festival director Jim Gainey, festival directors Wyatt Bell, F. M. Archer, F. B. Sullivan, Mr. Richard, Fred Bennett, Bob Belt and Gilbert Wright.



## W. E. Earthman Dies After Lengthy Illness

William E. Earthman, who spent almost 41 years with Gulf States in Conroe, died March 12 after a long illness.

Mr. Earthman was born in Montgomery County and graduated from Conroe High School. He joined GSU as an ice deliveryman in Conroe on April 1, 1927.



He was made a patrolman in 1929, and William Earthman promoted to district representative in 1934. Mr. Earthman was named customer service representative in 1942 and changed to residential sales representative in 1946. He made residential sales representative senior in 1949.

He was a member of the Conroe Lions Club and the First Baptist Church in Conroe.

Mr. Earthman is survived by his wife, the former Inez Lane of Arkansas; two sons, Billy Dean Earthman of Houston and William Ellis Earthman of Conroe; two daughters, Mrs. Nancy Lou Bergstrom of Beaumont and Mrs. Laura Ann Duroy of Conroe; and seven grandchildren.



Nelson Station hosted the Youth and Industry Program of the Lake Charles Industrial Management Club Feb. 1. Seniors from Greater Lake Charles area high schools were given a one hour tour of the station by C. E. Chambers, P. A. Levine and C. H. Watler. After the tour the group met in the Assembly Room for refreshments and question and answer session with Armand Demers, Sr. and Ed Hodges supplying the answers.

# Port Arthur Division Wins Award For Second Year

For the second year in a row the Port Arthur Division has won the President's Award for safety in the personal injury section in the system-wide safety contest.

Port Arthur received the 1967 first place honor for having the lowest lost-time injury rate—which was zero—of any division. The division hasn't had a lost time accident since Aug. 31, 1966.

President Eldon A. Werner made the presentation to C. M. Scott, manager of the division, before an audience of division personnel in the Port Arthur Service Center auditorium March 12.

A group of employees representing each department stood with Mr. Scott to accept the award.

Mr. Werner offered his congratulations and said GSU employees have always responded well to safety programs, which benefit the employees and the Company. He also spoke briefly on plans for the future in the areas of cost awareness, construction, financing and safety.

Safety Representative Ray Thompson, who gave a program on eye safety following the award presentation, said Port Arthur is fast becoming the division to beat in the area of personal injury safety.



President Werner presents the 1967 President's Award for safety in the personal injury section to C. M. Scott, manager of the Port Arthur Division, before a group of employees representing each department.

## Nelson Station Hosts Industrial Youth

Roy S. Nelson Station hosted the Youth and Industry Program of the Lake Charles Industrial Management Club February 1 with seniors from La-Grange, Landry, Marion, Lake Charles, Westlake and Sulphur High Schools touring the plant.

About 30 seniors made the trip to see how a big power plant works, and then after refreshments took part in a question and answer session. Ed Hodges, superintendent of sales, and A. H. Demers, Sr., superintendent of Nelson Station, provided the answers.

The Industrial Management Club is a civic club sponsored by the Y.M.C.A. and has 175 members drawn from the industrial plants in the area. The purpose of the program is to stimulate a desire to study the economic and industrial aspects of our society, and to enable youths to appreciate the operation and benefits of a free enterprise system.

## Golf Tournament Set For Sulphur

Our Company's annual Employee's Golf Tournament will be held in the Lake Charles Division this year at the Frasch Park Golf Course in Sulphur on Memorial Day, May 30.

Employees should be limbering up for the one-day tourney and thinking about making their application for entrance. More information will be forthcoming on the tournament.





# Welcome Aboard!

**George H. Griggs**, Operator's Helper, Baton Rouge

**Charles M. Horn**, Mechanic's Helper, Baton Rouge

**Larry K. Arrowood**, Mechanic's Helper, Baton Rouge

**James J. Flanagan**, Mechanic's Helper, Baton Rouge

**David A. Simmons**, Mechanic's Helper, Baton Rouge

**Kenneth C. Melancon**, Mechanic's Helper, Baton Rouge

**Joe D. Massey, Jr.**, Mechanic's Helper, Baton Rouge

**Larry W. Hyatt**, Mechanic's Helper, Baton Rouge

**Hughie W. Bell**, Mechanic's Helper, Baton Rouge

**George R. Arnold**, Mechanic's Helper, Lake Charles

**Kenneth E. Knowles**, S/Sta. Oper., Beaumont

**Jerry L. Skiles**, Helper, Beaumont

**Antoine L. Roberts**, Helper, Beaumont

**Jerry B. McCarty, Jr.**, Helper, Baton Rouge

**Thomas W. Fabre**, Helper, Baton Rouge

**Clarence J. Washington**, Helper, Baton Rouge

**Herbert S. Finnerty**, Helper, Baton Rouge

**Roger A. Ducote**, Helper, Baton Rouge

**James B. Higgins, III**, Helper, Baton Rouge

**Perry T. Hull**, Helper, Baton Rouge

**David White**, Helper, Baton Rouge

**Isaac E. Allen**, Helper, Baton Rouge

**Joseph L. Stelly**, Helper, Lafayette

**Nick F. LaRocca**, Shop & Field Tester, Beaumont

**Dale P. Jannise**, Shop & Field Tester, Beaumont

**Wilburn E. Gore**, Shop & Field Tester, Beaumont

**James Guidry**, Laborer I, Beaumont

**Donald J. Lafont**, Engr. Helper, Lake Charles

**Joe E. Haggard**, Engr. Helper, Beaumont

**Margaret A. Davis**, Key Punch Operator, Beaumont

**Bonnie C. Lawson**, Key Punch Operator, Beaumont

**LaNell G. Beaird**, Tab Machine Operator, Beaumont

**Edythe S. Waltmon**, Dept. Clerk, Beaumont

**Eulalia D. Levine**, Steno, Beaumont

**Sandra S. Summers**, Steno, Beaumont

**Christine E. Fingleman**, Local Office Clerk, Beaumont

**Phyllis A. Bairrington**, Steno, Beaumont

**Billy R. Harrison**, Meter Reader, Port Arthur

**Bill S. Swanzy**, Meter Reader, Port Arthur

**Ellen D. Vickery**, Clerk, Beaumont

**Eleanor K. Norgress**, Clerk, Baton Rouge

**Mary L. May**, Clerk, Baton Rouge

**Arlene Miley**, Clerk, Baton Rouge

**Carolyn M. Forbes**, Clerk, Baton Rouge

**Toni H. Hudson**, Clerk, Baton Rouge

**Joe A. Hayden**, Clerk, Baton Rouge

**Cheryl A. Young**, Clerk, Beaumont

**Wayne J. Broussard**, Storeroom Assistant, Beaumont

**Linda J. Bow**, Clerk, Beaumont

\***Larry W. Lanier**, Commercial Artist, Beaumont

**Gerald E. McLaughlin**, Resid. Sales Repr., Beaumont

**DeWitt C. Hollingsworth**, Resid. Sales Repr., Sulphur

**Sharon Hudson**, Home Service Adviser, Orange

**Sharon D. Taylor**, Dept. Clerk, Beaumont  
\* Part time

## Spring Painting Requires Safety

A paint brush probably figures in your Spring Clean-Up plans, so keep these fire safety pointers in mind:

1. For paint removing and brush cleaning, solvents labelled "non-flammable" are safest, the National Fire Protection Association says. If you must work with flammable ones, better do it outdoors—but never in any area where there is open flame (as from a stove) or where anyone is smoking.

2. Get rid of old paint and solvent containers, and those with small left-over amounts. Store paints and solvents well away from furnaces, and only in capped metal containers -- glass jars break easily, creating a definite fire hazard.

3. Safest practice with rags used to wipe up solvents or paints is to dispose of them immediately outside the house

## Paul Baker Retires In Port Arthur

Paul W. Baker, senior commercial sales representative in Port Arthur, retired March 1 after 27 years with Gulf States.

The Groveton, Tex. native joined GSU in December of 1940 as a floor salesman in the Port Arthur office. He left to serve in the U. S. Air Force in 1942 and returned in 1945 as a residential sales representative in Port Arthur.

Mr. Baker was made a commercial sales representative in 1947, and promoted to senior sales status in 1949. He attended Texas A&M University and Stephen F. Austin College.

Mr. Baker is married to the former Lurleen Davenport of Evadale, Tex.

He is a member of the Methodist Church and the Scottish Rites and Shriners.



**Paul W. Baker**



# LETTERS

*From employees, customers and friends of GSU*

## LAFAYETTE

Gulf States Utilities Co.

Lafayette, La.

Dear Mr. Williams:

On behalf of the Student Chapter of the Institute of Electrical and Electronics Engineers at the University of Southwestern Louisiana, I would like to thank Gulf States Utilities and yourself for the pictures that were presented to the chapter.

They are now on display in our lounge.

We appreciate your generosity, and I remain

Yours truly,  
Eugene M. Schoenfeld  
Secretary, IEEE  
U.S.L. Student Chapter

## BATON ROUGE

Miss Harriet Babin

Home Service Advisor

Baton Rouge, La.

Dear Harriet:

Thank you very much for the use of the lamps for our December 4-H Club demonstration. The 4-H electric project in our parish is not participated in very much and we felt that this demonstration provided an excellent stimulus not only for club members enrolled in the 4-H electric project but also for many others.

Thank you again for your assistance.

Sincerely,  
Rose P. Walker  
Demonstration Agent  
Iberville Parish

Gulf States Utilities Co.

Baton Rouge, La.

Dear Mr. Andrews:

Just a note of thanks directed to you and your salesman in this area, Mr. Julius Courtney.

Mr. Courtney has been great help in advising and suggesting different services which Gulf States offers. It's a

pleasure to do business with a man so dedicated to the Company he represents.

Again I would like to say thanks.

Yours truly,  
John Hancock  
The Oaks Apartments  
Zachary, La.

## PORT ARTHUR

Gulf States Utilities Co.

Port Arthur, Tex.

Dear Mr. Stelly:

I was very glad when my picture appeared in the Port Arthur News. I think both of us looked pretty, don't you?

Reddy Kilowatt is still as nice as can be and he is such a good playmate and I have lots of fun talking to him. His life story is hanging on the wall in our room—Mother can read it over and over to me. So now I can almost tell it to anyone by myself.

Right now I am making a "surprise" for your office and as soon as we finish it we can take it to you. It's taking a little while to make.

Mother sure enjoys using your service and that is one bill she does not mind paying. Only last week in school we studied about your newly designed truck that helps to do special work. I have enclosed the Weekly Reader so that you could see it too. Mother and I saw two on the street last week.

Thank you for making us very happy. Lots of my friends saw my picture in the paper. I put my copy in the scrapbook of mine.

Hope to see you soon.

Sincerely yours,  
Franny Underhill

## BEAUMONT

Gulf States Utilities Co.

Beaumont, Tex.

Dear Mr. Bishop:

We appreciate your letting us use the

electric grill for our Shrove Tuesday pancake supper last night.

Quantity cookery by amateurs is, at best, a thing of chance, but having the large grill with controlled temperature made the task a very pleasant one. This supper is a project of the men of the church and they thoroughly enjoyed themselves.

Please express our thanks to your crew who set up the grill.

Thank you again for your cooperation.

Yours very truly,  
Ralph H. Shuffler II  
Priest-in-charge  
St. Matthews Episcopal Church  
and College Center

## ORANGE

Mr. Walter R. House

Orange, Tex.

Dear Walter:

It was a pleasure to learn this morning that you have been elected, and have agreed to serve as Vice-President of the Orange County Welfare Board.

If this office can be of any service to you in your new duties, please let us know.

Very truly yours,  
Charlie G. Grooms  
County Judge

## GROVES

Gulf States Utilities Co.

Groves, Tex.

Dear Sirs:

Just a note of sincere thanks for your prompt, reasonable and excellent service on my electric range. The gentleman was very concerned, polite and honest which is hard to find these days.

Your serviceman is always clean appearing and his uniform is spotless.

I certainly want to express my grateful thanks to your department.

Respectfully yours,  
Mrs. Russell Cerame





Winner of the team competition of the Company Bowling Tournament held in Beaumont February 24-25 was Betty Bass' team. They are (from left) Bo Clark, Glenda Hinkle, Betty Bass and Clint Bass. The foursome bowled over the competition with a 2,483 series.

## Bowlers Roll Across System For Tournament in Beaumont

Some 120 bowlers from across the system met at Village Lanes in Beaumont, February 24-25 for the Seventh Annual GSU Bowling Tournament.

Twenty-three teams participated in the first such meeting ever held in Texas. Hosting the event was the Big Ten Bowling League of Beaumont.

Betty Bass' Team of Beaumont topped the list in the team competition. Team members were Glenda Hinkle, Betty Bass, Clint Bass and Bo Clark. One of the lowest averaged teams in the meet, the quartet rolled a 2,483 series.

The second place team was the Port Arthur Aces with 2,461 pins for three games. Third place was captured by the Top Cats of Beaumont with a 2,459 score and in fourth position was Kat's Meow of Beaumont with a 2,406.

In the doubles competition the team of Anne and Sonny Horstman of Lake Charles came out on top with a new record score for the doubles competition of 1,317.

The team of Jack Diltz and Lloyd Bean of Port Arthur was second with a 1,281 series and Clint Bass and Bo

Clark of Beaumont were third with a score of 1,256. Fourth place was held down by Jane and Emery Fruge of Lake Charles who posted a 1,235 series.

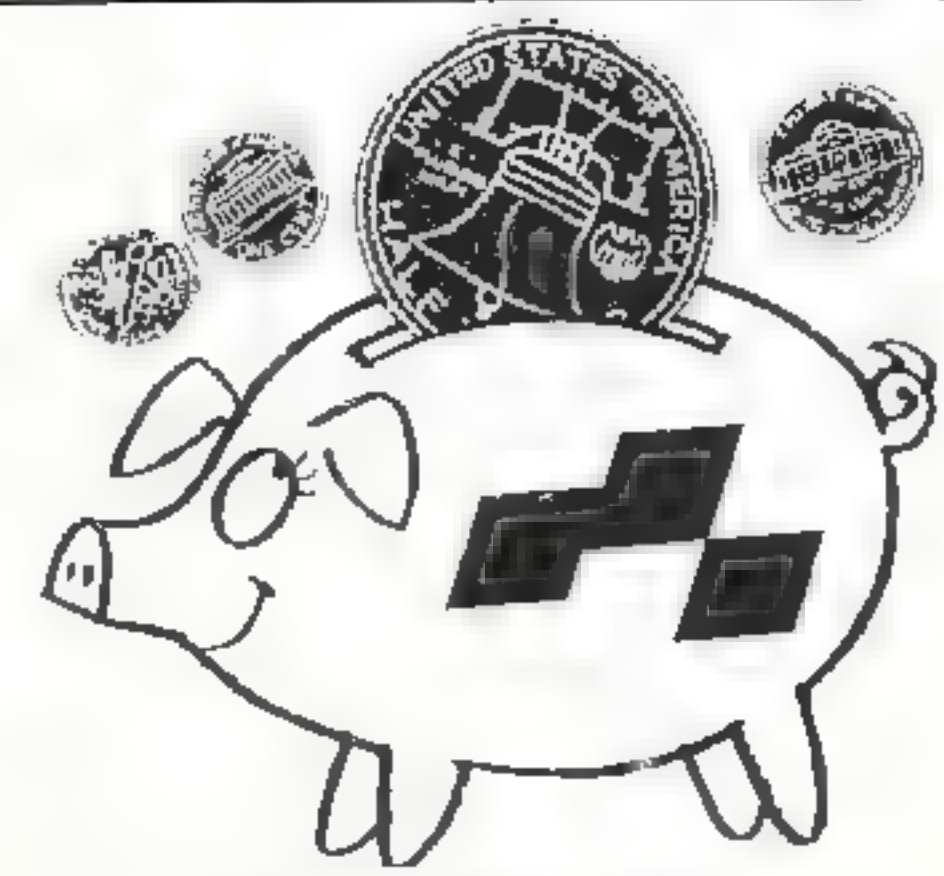
Top bowler in the competition was Jack Diltz of Port Arthur with a 654 series. Jack was also all events winner with a combined score of 1,949 for the team, doubles and singles events.

Glenda Hinkle's 254 game garnered for her the high game for the women, and George Hayes had a 272 game which gained men's high game honors for him. Both are from Beaumont.

Dennis Brennan, president of the Big Ten Bowling League, called the tournament a big success. Ladies of the league provided refreshments for participants, and a dance was held at Neches Station on Saturday night.

Tournament Director Ken Londers said that the tournament went smoothly and remarked at the fine cooperation of all participants.

At a meeting during the tournament it was decided that the contest would be held at Lake Charles next year. Sonny Horstman was selected as next year's tournament director.



### Thrift Plan

PURCHASES OF GSU stock made by the Trustee during February, 1968, covering employee deductions and Company contributions through January, 1968, were as follows:

3058 shares of Common stock at a total cost of \$73,706.16 or an average cost per share of \$24.103.

70 shares of \$4.40 Preferred stock at a total cost of \$5,248.29 or an average cost per share of \$74.976.

\* Average brokerage and commission approximately \$0.30 per share.

The Trustee also deposited \$29,963.74 with the Savings Department of the First Security National Bank of Beaumont.

## Sympathy to . . .

Ed Smith of the Purchasing Department in Beaumont whose mother passed away March 10 after an illness of several years.

The family of Richard Heinen, Lake Charles T&D, on the death of Mrs. J. L. McCrary, mother of Mr. Heinen's wife. Mrs. McCrary was the wife of retired superintendent of the Lake Arthur office, J. L. McCrary, who died in 1957. Mrs. McCrary, 85, died March 6 in Lake Arthur.

T. O. Charlton, Orange district superintendent, on the loss of his wife, Mrs. Mary Zola Charlton, 59, March 5 in Orange.

Van B. Hereford, Jr., on the death of his father Van B. Hereford Sr., who died March 3 in Navasota.



# Brooks, Merriman, Morrow Retire April 1 in Beaumont, Groveton

Three employees will retire April 1 in Beaumont and Groveton with almost a century of service to Gulf States among them.

They are Carl B. Brooks, T&D in Groveton; Thomas C. Merriman, T&D in Beaumont; and Joseph E. Morrow, Building Services in Beaumont.



Mr. Merriman is a native of Orange but graduated from DeRidder High School in Louisiana. He joined the Company in August of 1936 in Beaumont as a helper in T&D.

In 1941 he was promoted to substation mechanic second class, and in 1943 he was made substation mechanic first class.

Mr. Merriman, who lives in Village Mills, Tex. is married to the former Minnie Lee Patterson of Beaumont and they have one son and three grandchildren. His son, Marvin E. Merriman, is a consulting geologist with Ramrod Production Co. in Shreveport.

Mr. Merriman is a member of the Wildwood Civic Club, Big Thicket Association and the Church of Christ. He said he is an avid fisherman and hunter, so there is no doubt how he will spend his leisure time.

Mr. Brooks is a native of LaGrange, Ga. and received his education at Columbus, Georgia schools. He joined GSU as a T&D helper in November of 1928 in Huntsville. He worked for a time as a truck driver in Cleveland in 1930 before returning to Huntsville. He was promoted to electrician in Trinity, Tex. in 1935.

Mr. Brooks was made serviceman in Groveton in 1936. He was promoted to

district service man third class in Kosse, Tex. in 1940, made second class in 1943 in Groveton and first class in 1944.

He is married to the former Johnnie Mae Knight.

Mr. Morrow is married to the former Bertha Mae Ferrell of Franklin, Tex.



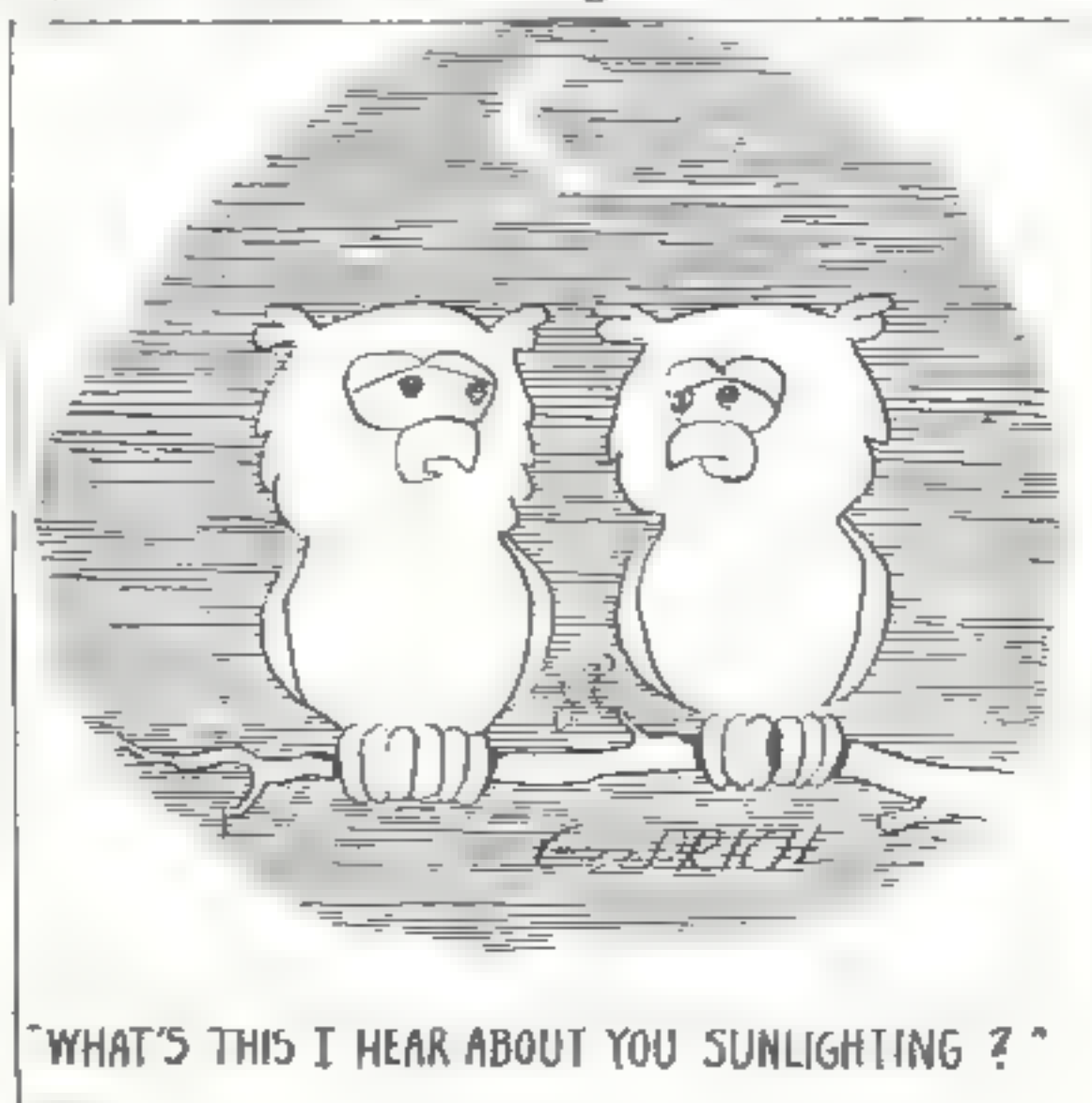
Mr. Morrow worked for Eastern Texas Electric Co. for nine years and for the Goodhue Building in Beaumont for seven years before joining GSU. He worked in cleaning and maintaining the street cars and said he was sad to see them go. "They took the street cars out in about 1932," he said. "You can still see the impressions of the tracks where the cars ran down Magnolia St. and turned into the fair grounds.

He joined our Company in February of 1944 in Beaumont.

Mr. Morrow worked for Eastern Texas Electric Co. for nine years and for the Goodhue Building in Beaumont for seven years before joining GSU.

He is a deacon and the Sunday School Superintendent at the Church of God in Christ. Mr. Morrow plans to do a few odd jobs in his retirement, take it easy, and work in the athletic, civic and religious field.

"I might go fishing," he said. "I haven't been in a long time."



Herschel R. Mathews, director of advertising, became the first man in the history of the Beaumont Ad Club to be named for both the Silver Award and Advertising Man of the Year Award February 28 in Beaumont. The Silver Medal is given in recognition for service to company, industry and community. The other award represents excellence in furthering the ambitions of advertising. The awards were presented by Mrs. Leo Letts, Houston governor of the 10th district for the American Advertising Federation.

## A Plain Talks Tip of the Hat . . .



A tip of the hat to that indomitable Cajun, Horace "ToTo" LaCombe, Lafayette Sales, for his public relations efforts for Gulf States. Mr. LaCombe presented the Horace LaCombe Lafayette Optimist Club, of which he is a member, with a First Aid Kit on behalf of GSU. For this and for his work as club program chairman, he was saluted in the Optimist Club's weekly bulletin. Mr. LaCombe has long been active in promoting our Company.



# James Derr, Jr. Attends School On Atomic Power Held in California

James H. Derr, Jr., construction engineer in the System Construction-Production Department in Beaumont, returned in March from a five-week intensive training course in the principles of atomic power.

The course was conducted in San Diego, Calif., by Gulf General Atomic Inc., developers of High Temperature Gas-Cooled Reactor systems for nuclear power plants.

Participation in the course is part of a broad program to train employees for coming developments in the nuclear field which can improve service to customers.

Mr. Derr was one of ten utility engineers from across the United States to attend the second nuclear power class held February 3 to March 8.

With nuclear power plants coming into increasing use as their cost and efficiency improve, Gulf States is preparing to take advantage of this new source as it proves to be economical for the expanding needs of our service area.

Instruction covered the principles of nuclear physics and their application to nuclear-powered electric generating stations. Included were lectures and demonstrations by some of the industry's leading nuclear scientists.

The group made a cross-country field trip to visit the nation's prototype HTGR atomic plant at Peach Bottom, Pa., a 40,000 kw plant on the system of the Philadelphia Electric Company.

They also visited Commonwealth Edison's Dresden Station near Joliet, Ill. and San Onofre Station which is owned jointly by Southern California Electric and San Diego Gas and Electric. It is located on the Camp Pendleton Marine Reservation near San Diego.

"The classes were interesting and were designed to acquaint us with enough of the basic principles so we can keep up with the news about atomic power that crosses our desks," Mr. Derr said.

The reactors at the three power plants visited represent the three types of nu-

clear reactors being manufactured. Dresden Station uses a "boiling water" type of reactor and San Onofre uses "pressurized water."

The type of reactor at Dresden is made by General Electric, and the San Onofre reactor is manufactured by Westinghouse.

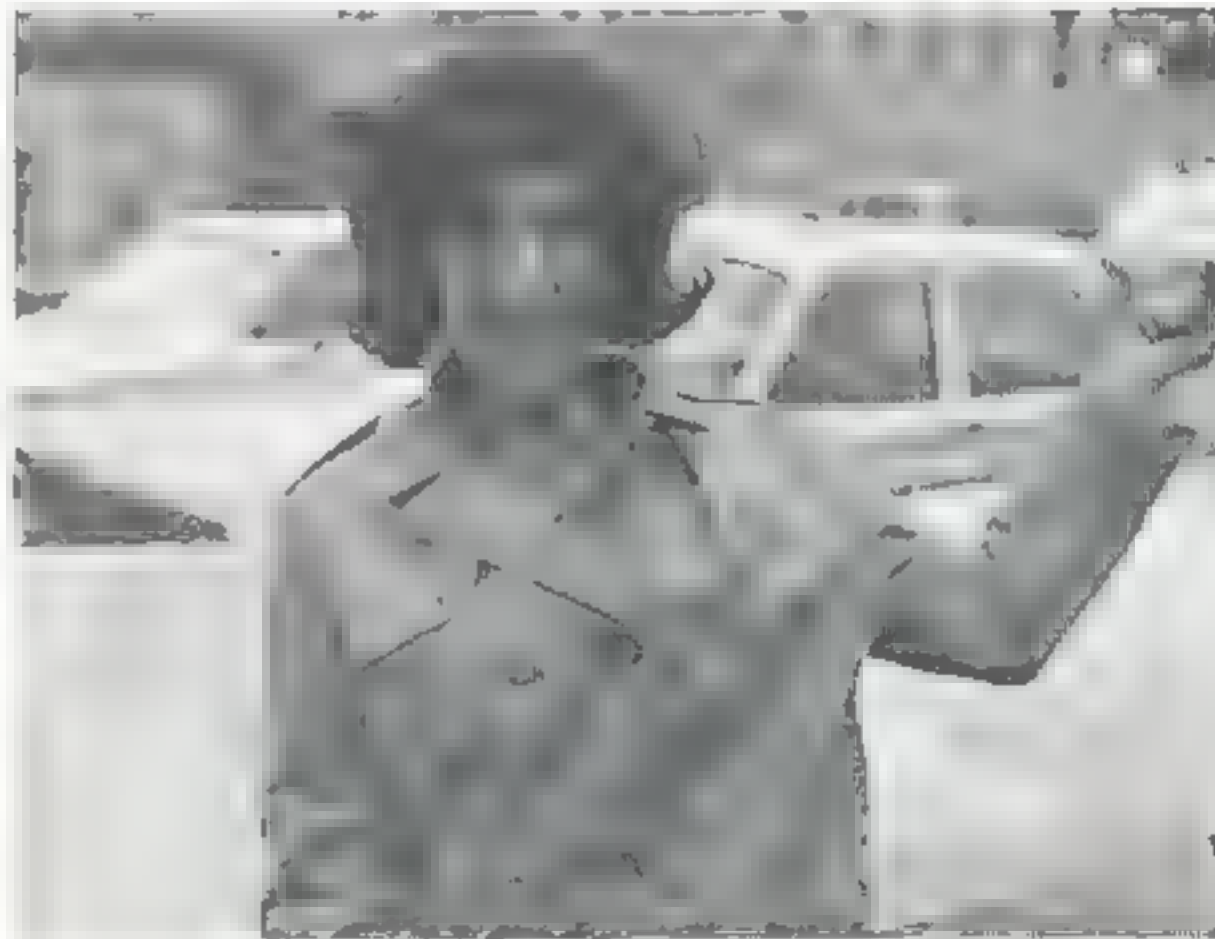
The HTGR utilizes inert helium gas to transfer heat from the reactor core in order to produce the high temperatures needed for efficient power plants.

Gulf General designed the Peach Bottom plant. GSU is a member of the High Temperature Reactor Development Associates which provided funds to construct the plant.



A vial of uranium-thorium carbide nuclear fuel is inspected by James H. Derr, Jr. (left), construction engineer in the System Construction Department, during a nuclear power training course sponsored by Gulf General Atomic, Inc. in San Diego, Calif. With Mr. Derr is K. M. Neuschwander of Utah Power & Light Company, Salt Lake City.

## There's Snow Business Like . . .



Would you believe snow in Baton Rouge, Louisiana? Believe it or not, there it is. Building little men in that "funny, cold white stuff" that fell February 23 in Baton Rouge are Marilyn Long (better known as "Charlie Brown"), credit department, and Judy Firmin, service application.

Lovita Walters, departmental clerk in the Sales Department, prepares to launch a rather odd-shaped snowball (women never can do anything right) while a firing squad of four other employees do the same. From left are Ben Campo, supervisor of building services; George Kelley, purchasing; Joan Stephenson, executive stenographer; and J. L. Clement, commercial sales.

On the receiving end of the missiles was Walt Wright, advertising representative, who took the pictures.

The only question is, who was minding the store during the "snow follies."



## Tomorrow's World To Discuss Life Beneath the Sea

"Tomorrow's World—Man and the Sea" is the next presentation of the four-part television series sponsored by Gulf States and other investor-owned utilities. This third hour-long special will be telecast at 9 p.m. Friday, April 19 on Channel 4 in Port Arthur, Channel 7 in Lake Charles and Channel 2 in Baton Rouge. It is sponsored by GSU in connection with our Electric Companies Advertising Program (ECAP).

The documentary was produced by Craig Fisher, whose NBC News Public Affairs series, "Exploring," won the Thomas A. Edison award. It will be narrated by NBC's Frank McGee, commentator for the "Tomorrow's World" series.

The show will project the fascinating future the sea promises as a source of food, energy and minerals. Through special effects, the show will make predictions about the ocean's depth as a habitat for man. Experiments are already under way which will one day enable men to breathe normally in the ocean depths. A model "sea house" will be shown.

Plans for under water dwellings will be discussed by Tap Pryor of Hawaii who is testing nuclear powered sea homes for oil workers.

Resources from the sea include minerals, diamonds, gold, tin, black sand, gravel, drugs and of course, food.

The role of the sea in experiments on weather control and improvements on weather forecast accuracy will be discussed.

## Chambers, Broussard Are Promoted At Roy S. Nelson Power Plant

Clifford E. Chambers, formerly control operations foreman at Roy S. Nelson Station, has been promoted to operation supervisor at the power plant, and Hubert J. Broussard, formerly equipment operator at Nelson Station, has been promoted to control operations foreman to succeed Mr. Chambers.

Both promotions became effective March 1.

A native of Denham Springs, La., Mr.



**Clifford Chambers** joined Gulf States in 1942 in Baton Rouge at Louisiana Station. Shortly thereafter he joined the U. S. Navy and served throughout World War II and until 1947. In 1948, he rejoined GSU at Louisiana Station, where he progressed through several production jobs until he became head fireman in 1953.

In 1958 he was transferred to Nelson Station and promoted to control operations foreman. Mr. Chambers helped put the new power plant in service.

Mr. Broussard is a native of Thorn-

well, La., and was educated at LaGrange



High School in Lake Charles. After completing a tour of duty with the U. S. Army from 1953 to 1955, he joined Gulf States in 1955 at Riverside Station in Lake Charles.

**Hubert Broussard** He progressed through several jobs at Riverside and in 1959 he was transferred to the new Nelson Station and promoted to turbine operator. In 1960 he became equipment operator, the job he held at the time of his promotion.

Mr. Chambers is married to the former Louise Kennard of Greenwell Springs, La., and they have three children, Carol Ann, 14, John, 11, and David, 6. He is a member of the Industrial Management Club of Lake Charles and attends Oak Park Methodist Church.

Mr. Broussard is married to the former Edna Manuel of Lake Charles and they have two sons and a daughter. Stacy is ten, their daughter Jannell is nine and Eric is five.

They attend St. Margaret's Catholic Church in Lake Charles.



This miniature submarine is used to carry divers between surface ships and underwater installations.

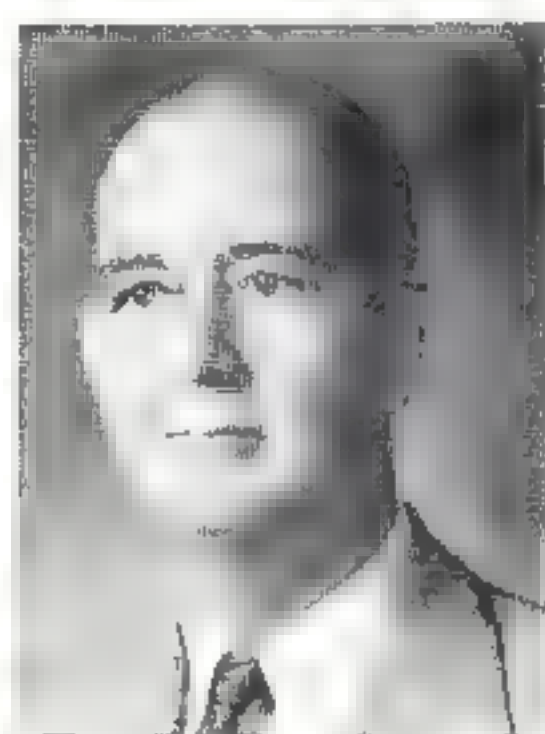


## Death Takes Retiree Van B. Hereford, Sr.

Van B. Hereford, Sr., died March 3 in Navasota.

Mr. Hereford was a retired Gulf Stater who joined Hempstead Lighting and Power Company, one of our predecessor companies, in 1921.

He was district superintendent of the Navasota District when he retired Dec. 1, 1965.



**Van B. Hereford, Sr.**

He was made superintendent at Cleveland in 1926 and served as district superintendent in Madisonville, 1928 to 1948; Navasota, 1948 to 1953; Conroe, 1953 to 1957; and back to Navasota in 1957.

He was a native of Llano, Tex., and received his education in Bertram, Tex.

Mr. Hereford, who was active in civic affairs throughout the Navasota Division, served as a director of the Madisonville Chamber of Commerce for 15 years; member of the Madisonville School Board for 6 years; and member of the Grimes County Chamber of Commerce for 13 years.

He also held memberships in the Madisonville and Conroe Rotary Club, and Navasota Kiwanis Club.

He was a Mason for 46 years and a member of Madisonville Lodge No. 740. He was a member of the First Baptist Church in Navasota and served as a deacon in Madisonville, Conroe and Navasota.

Mr. Hereford is the father of Van B. Hereford, Jr., supervisor of credit and collections in Baton Rouge.



The Beaumont Division came up with both the first and second place winners in the 1967 Space Conditioning sales campaign. First place went to O. C. "Buck" Wingard of Orange, and second place to Billy Creel, both commercial sales representatives. Earl Broussard, commercial sales representative in Lafayette, was third. Pictured from left are Randy McAlpine, Beaumont superintendent of sales; Mr. Creel; R. A. "Dick" Landry, lighting sales promotion supervisor; Mr. Wingard; and Rex E. Lee, manager of the Beaumont Division. All divisions exceeded their quotas. Over \$31,842 in revenue will be gained in 1968 from an extra 33.9 kw of lighting and 593.9 kw for heating sold during the campaign.

## Claude W. Williams Dies in Beaumont

The Rev. Claude W. Williams, who retired September 1, 1957 after 29 years with GSU, died March 3 in Beaumont. Mr. Williams was the assistant pastor of Ebenezer Baptist Church in Beaumont for many years.



**Rev. C. W. Williams**

He was stricken with an apparent heart attack at his home, 3010 Nora.

Survivors include his wife, Mrs. Hilda Williams of Beaumont; two daughters, Mrs. Lillian Garrett and Mrs. Ruby Jackson, both of Austin; five grandchildren and eight great-grandchildren.

The Smithville, Tex. native joined Gulf States as a porter in 1928 and was assigned to the Sales Department in 1947.

Mr. Williams, 75, had lived in Beaumont for 40 years.



Top senior students from Orange County high schools are shown in the control room of Sabine Station as part of ceremonies honoring their achievements by the Greater Orange Chamber of Commerce Educational Committee. Students from eight schools were honored with a recognition luncheon March 6, followed by tours of one of eight industries in the county. Twelve students visited Sabine Station. Second from right is Jim Dowies, Orange District accounting supervisor for GSU, and right is W. H. Burris, operator at Sabine. Walter House, sales supervisor in Orange, was in charge of the day's program for the chamber's educational committee.



# Death Comes for Edward A. Kirby, Labor Foreman in Baton Rouge

Edward A. Kirby, Sr., labor foreman in Baton Rouge, died Feb. 20 at Our Lady of the Lake Hospital there.

Mr. Kirby, 62, was a native of Independence, La. and a resident of Maringouin, La.



He joined the Company in 1936 as a line-man in Baton Rouge. He became district serviceman there in 1944, and in 1948 he became district serviceman in Port Allen, La. In 1949 he returned to Baton Rouge as a right of way maintenance foreman.

Mr. Kirby was a deacon of Lanier Baptist Church, a member of Livingston Lodge No. 160, F&AM, Jerusalem Temple, Baton Rouge Shrine Club, Rising Star Chapter 1630 E. S. and past patron.

Religious services were held at Lanier Baptist Church followed by interment in Green Lawn Cemetery, Hammond, La.

Mr. Kirby is survived by his wife, Mrs. Margaret Devall Kirby, Maringouin; his mother, Mrs. Allie Kirby, Albany; two sons, Edward A. Kirby, Jr., and Harold Kirby, both of Baton Rouge; two brothers, Harold H. Kirby, Baton Rouge, and Jesse B. Kirby, Albany; and seven grandchildren.

## Leaving Children Alone Causes Spring Tragedy

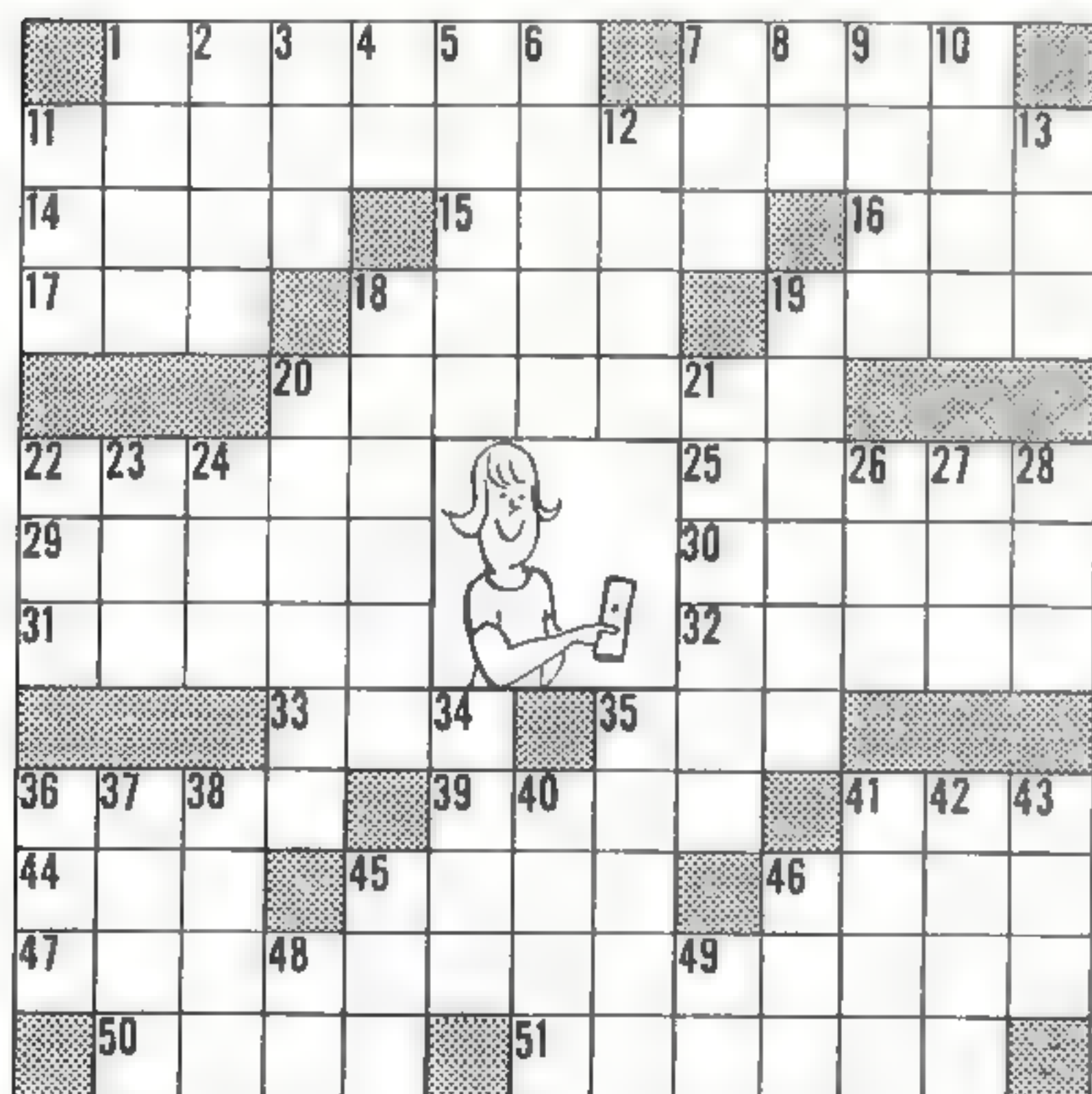
With Spring "bustin' out all over", everybody wants to "bust out" too.

Unhappily this is the time when parents, in the urge to get out, too often make the fatal error of leaving small children in the house, according to the National Fire Protection Association.

That quick shopping errand, that brief cup of coffee with the neighbor next door is all the time needed by fire to do its deadly work. Sometimes the children start the fires, playing with matches or stoves. Sometimes fire simply seems to choose this moment to strike.

The shocking fact, established by National Fire Protection Association studies, is that one child out of every three who die in fires was alone and helpless when the fire struck.

## Electric Power Crossword Puzzle



### ACROSS

1. Old time light source
7. Overloaded wires will \_\_\_\_\_ a fuse
11. Two useful gifts of electricity
14. Full house power makes your home safe for any \_\_\_\_\_ of appliances
15. Electric heat helps your home \_\_\_\_\_ clean
16. P\_\_\_\_\_se don't run extension wires under rugs or near heat.
17. Sneaky
9. Look her over
10. Exclamation
11. Please (ab.)

12. There is nothing like a \_\_\_\_\_
13. Obtained indoors with sun lamp
18. How electric current rose suddenly and transiently
19. Plenty of light makes going up and down these safer
20. Official reader who deletes objectionable material
21. Electricity has created a \_\_\_\_\_ to keep house
22. Geographical chart
23. Large bird
24. Combining form, Toluene
26. Government power complex in Tennessee
27. Electricity helps you k\_\_\_\_\_ food safely in refrigerators and freezers
28. Revised Statutes (ab.)
34. Electricity stores this in memory drums of computers
35. New kitchen appliances dispose of \_\_\_\_\_ food in your kitchen sink.
36. Power companies sell this (ab.) for capital to grow on
37. Bucket
38. Spindle between wheels
40. Unit of electricity
41. Man about town
42. Insulated house power wire
43. Teletypewriters (ab.)
45. Prisoners of War (ab.)
46. A charged line is said to be \_\_\_\_\_
48. Power and light c\_\_\_\_\_ts less today than before
49. High School (ab.)
18. Air-conditioned homes and offices \_\_\_\_\_ to have a good effect on tempers.
19. Nothing can be \_\_\_\_\_ without light

20. Flow of electricity
22. Device that measures current used
25. A hearty one enjoys his food
29. In the midst of
30. Better halves who appreciate electricity in the home
31. Transient variation of voltage
32. Puts insulation around wires
33. Uneven
35. The incandescent lamp \_\_\_\_\_ invented in 1879
36. A mast
39. Don't put the iron \_\_\_\_\_ while it's hot
41. Recruit (ab.)
44. Power companies pay this on income just like individuals
45. School groups
46. Owl talk
47. Measure of your electric current consumption
50. You pay \_\_\_\_\_ for electricity now than you used to
51. The initials UL on appliances means they've been \_\_\_\_\_ by the Underwriters Laboratory

### DOWN

1. Electricity can keep you \_\_\_\_\_ in summer
2. Electricity does \_\_\_\_\_ with lots of hard work
3. Man's nickname
4. M.D.
5. Powerful beam of light
6. Go in
7. Nellie was a world traveler
8. Power and \_\_\_\_\_ght

Answers on Page 24





## NECHES STATION



**Margaret Ann Ford** became the Mrs. of Price Bradshaw, Jr., son of Price Bradshaw, Sr., test supervisor, Feb 24. Price Jr. is working toward his M. A. in History at the University of Houston and Miss Ford is a graduate of Lamar Tech.



**Congratulations to Mr. and Mrs. Arthur C. Guidry** on the birth of their daughter, Stacy Lynn, at St. Elizabeth's Hospital Jan. 31. The young lady weighed 6 pounds, 3 ounces at birth. Mr. Guidry is a repairman first class.

*Betty Neville*

## SABINE STATION



**Kathy Fuller**, departmental clerk at Sabine Station, poses with "Toby Junior," one of a litter of five pups born at the power plant. The original Toby had been at the plant for about four years before he died in December. All the pups had been promised, but plant personnel decided they just had to keep one and name him after his father.

## ORANGE



**Meet Sharon Hudson**, new home service advisor at Orange. Sharon is a native of Orange and a graduate of the University of Houston. She holds a degree in Home Economics — Teacher Education.

## LAFAYETTE

Congratulations go to **Malcolm Williams**, sales-industrial engineer, for receiving the "Industrial Salesman of the Year" plaque at a recent meeting in Lake Charles. We are proud of Malcolm and he is most deserving of the award.

February seems to be the month for wedding bells in Lafayette. Charlotte

Champagne, customer clerk in accounting, was married February 24. She is now Mrs. Pat Guilbeau. Pat is from Lafayette.

Also married on February 24 was **Burt Duhon**, residential sales representative. He married **Maxine Duplechain** from Lafayette. We wish both couples the best.

*Bobbie Denais*

## JENNINGS

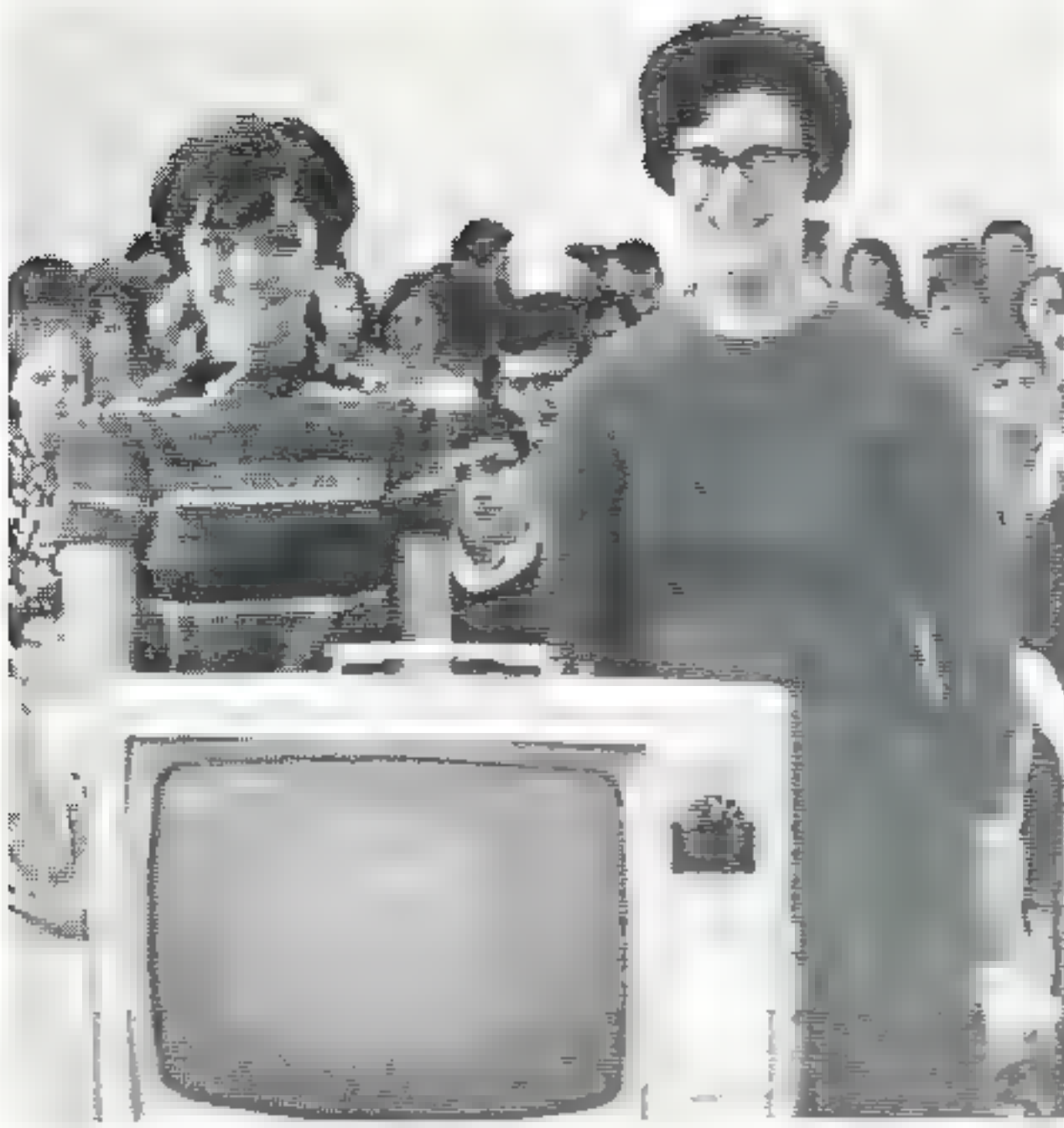


The daughter of **Aulden E. Hine**, Jennings general line foreman, has been named the "Good Citizen" of Jennings High School for 1967-68 by the Daughters of the American Revolution. Miss Genee Hine was selected as the DAR Good Citizen over 20 other area girls on the basis of dependability, leadership, service and patriotism.



The wife of **Martin Wagnon**, Jennings residential sales representative, is Epsilon state president and she presided over the 34th annual convention of the Delta Kappa Gamma Society, international honor society for women educators, in Alexandria, La., on March 10.





**Miss Elaine Deshotel**, daughter of John Deshotel, Jennings serviceman, has a winning smile as she is presented with a television set by 4-H agent Mrs. Lola Potier. The Jennings High School sophomore won the set for her records on her electricity project in district 4-H competition. This is her sixth year in 4-H work, and she is particularly interested in the sewing and homemaking divisions.



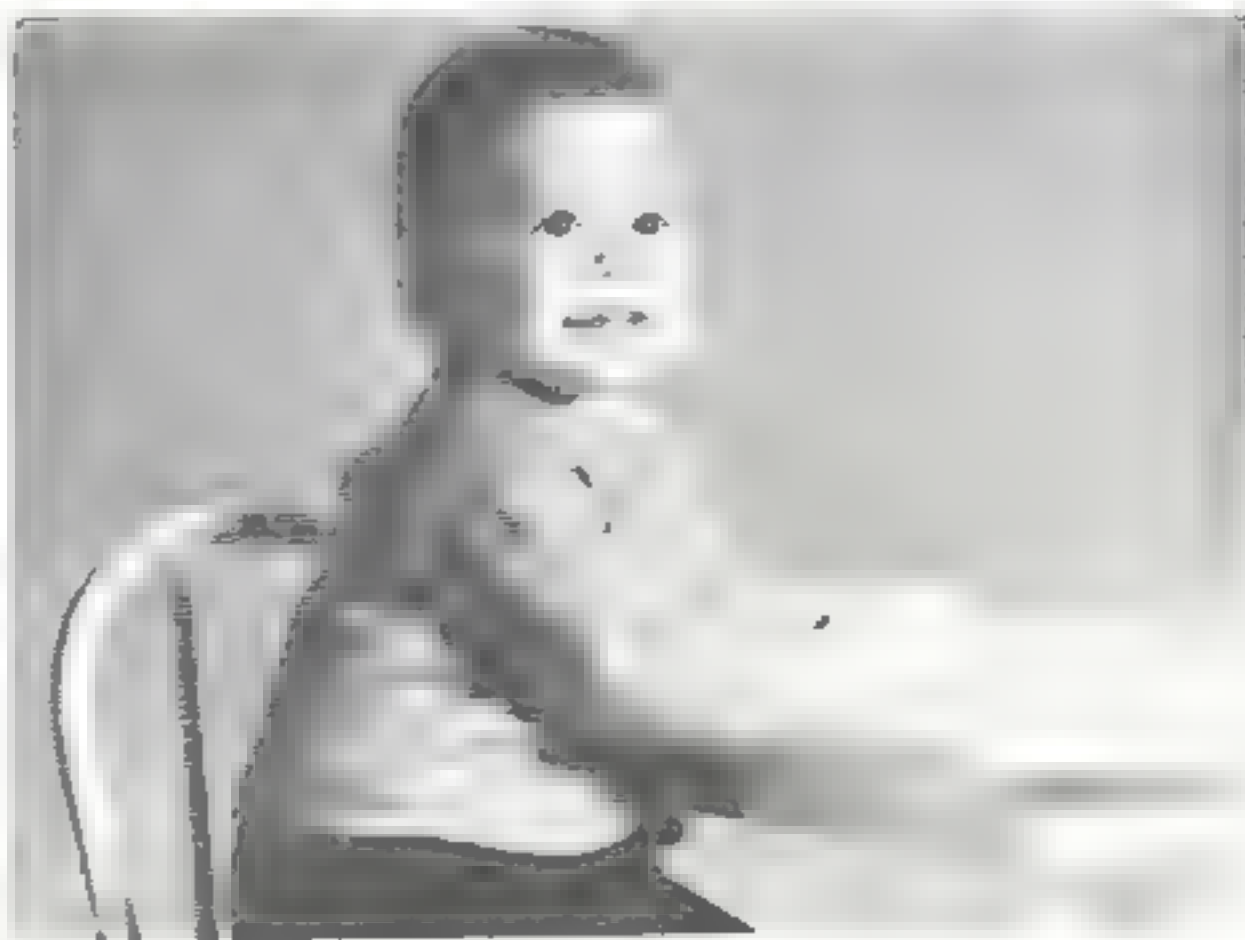
**Beverly Cooper**, credit and collection, resigned recently to await the stork. Beverly is shown above opening one of several nice gifts received at her farewell party. From left above are Mary Ann Powers, Cookie Hayes, Beverly, Laura Baker, Bessie Esthay, Toni Hudson and JoAnn Parish.

*Laura Fussell*



**Narleen Harper**, customer accounting, received several nice gifts at the farewell party held in her honor Jan. 25. Narleen's husband, Sydney, was transferred to Chicago. She was with the Company 13 years.

From left at the party are Betty Smith, Mary Monahan, Mary Ann Powers, Lois Bell, Diane Jordan, Narleen, Barbara Crawford and Jeanette Alexander.



Anyone would be proud of this young fellow. He is Jeffrey Hollis, grandson of Daryl Sing, first class repairman—appliance department.

Daryl can usually find time to tell of Jeff's latest accomplishments and he always "just happens to have" a few pictures to show to those interested.

*Sandra Munch*

## BEAUMONT



Pictured above is **Edith Christine DeCuir**, the daughter of Charles (residential sales representative) and Linda DeCuir. Edith was born in October. She is the granddaughter of Mr. and Mrs. Charles G. (Blackie) DeCuir, retired residential sales supervisor from the Port Arthur Division.



**Mr. "Red" Hornsby's** birthday was celebrated Feb. 16 at the Government St. office. Coffee and cake was enjoyed by all in attendance.

*Margie Force*



**Beaumont's Salvation Army Boys Club** basketball team, coached by John Powers (right) of the Public Relations Department, finished in fourth place at the state championship tournament of the Texas Amateur Athletic Federation held in Dallas recently. Calvin Minkins, number 7, was named to the State All-Tournament team. The team won the Beaumont city championship with a perfect 9-0 record, and just missed placing third out of the top 16 teams in the state when they lost by two points to the Dallas city champion in the finals.





**Al Robinson**, administrative accountant in the Purchasing Department in Beaumont, left GSU February 29 to become a stock broker with a Beaumont firm. Friends from the Purchasing and Accounting Departments treated him to a luncheon at a local restaurant and presented him with a rod and reel. Two girls in Purchasing also gave him a "Snoopy" dog with their names on it.



**Imogene Ward**, file clerk executive and librarian, is shown with her husband, Prentice, (right) administrative accountant in Beaumont, and M. A. Merchant, records management supervisor, on the occasion of her leaving GSU February 16. Mrs. Ward left Our Company in order to be more company to their newly adopted baby boy, John Weldon Ward, born Jan. 18, 1968. The baby was adopted through Buckner's orphanage in Dallas, the same home in which Mr. Ward himself was reared.

The brother of Edwin B. Smith, traffic supervisor in the Purchasing Department in Beaumont, appeared on the Kraft Music Hall television program February 21. Mr. Smith's brother, Roy, appeared in several numbers on the Kraft show which starred John Davidson and Michael Lee. Roy has been in New York seven years and has appeared in such Broadway hits as "Do Re Mi," with Phil Silvers, "Fade In, Fade Out," with Carol Burnette and "Funny Girl," with Barbara Streisand. He is currently appearing in "Mame," with Angela Lansbury.

Roy has also been on several TV shows, including Ed Sullivan and the Bell Telephone Hour.

Welcome to T. G. "Butch" Franklin as our new department head.

Norma Cole and Glenda Hinkle were bowlers from our department that enjoyed meeting the visitors from other divisions during the GSU Bowling Tournament at Village Lanes. Glenda had high game for women with a 256, and was also on Betty Bass' team that placed first, and on the Kat's Meow team that placed fourth.

The occasion of Norman Ener's promotion to coordinator of Customer Ac-



**J. B. "Jim" Morrison, Sr.** poses with his grandson, Clayton Bruce, in Beaumont. Mr. Morrison is in the line department in Beaumont and will retire September 1 after 44 years of service to GSU. Mr. Morrison's son, J. B. Morrison, Jr., is a resident of Houston.



**Friends of Peggy McNeely** in Beaumont Duplicating gathered to wish her well as she left the Company in March to go to New Jersey with her husband who is in the Army. From left, front row, are Jennie Carter, Peggy, Pat Bailey, Alice Brockschmidt; back row, Diann Smith, Doris Block and Elizabeth Sandell.

counting was commemorated with a luncheon at the Beaumont Club, January 31. Retiree Mary Dewey was seated with other guests of honor at the banquet table.

Treasury Department played a basketball game with IDS department and won by 42-28. It has now been established that the Treasury Department is superior in basketball and is eagerly waiting for the softball season to further emphasize their superiority in athletic endeavors.

*Glenda Hinkle*

Mr. and Mrs. Wallace Wayne Sullins became the proud parents of a 7 pound, 14 ounce boy named David Wallace on Feb. 16. This is their fourth child. Wayne is an industrial engineer in Beaumont Division Sales.

*Juanita Perkins*

Welcome to Jim Harvey who has been transferred from Plant Accounting to the Purchasing Department as an administrative accountant. Jim will replace Al Robinson who left the company to go to work as a stock broker.

*Darla McMurray*



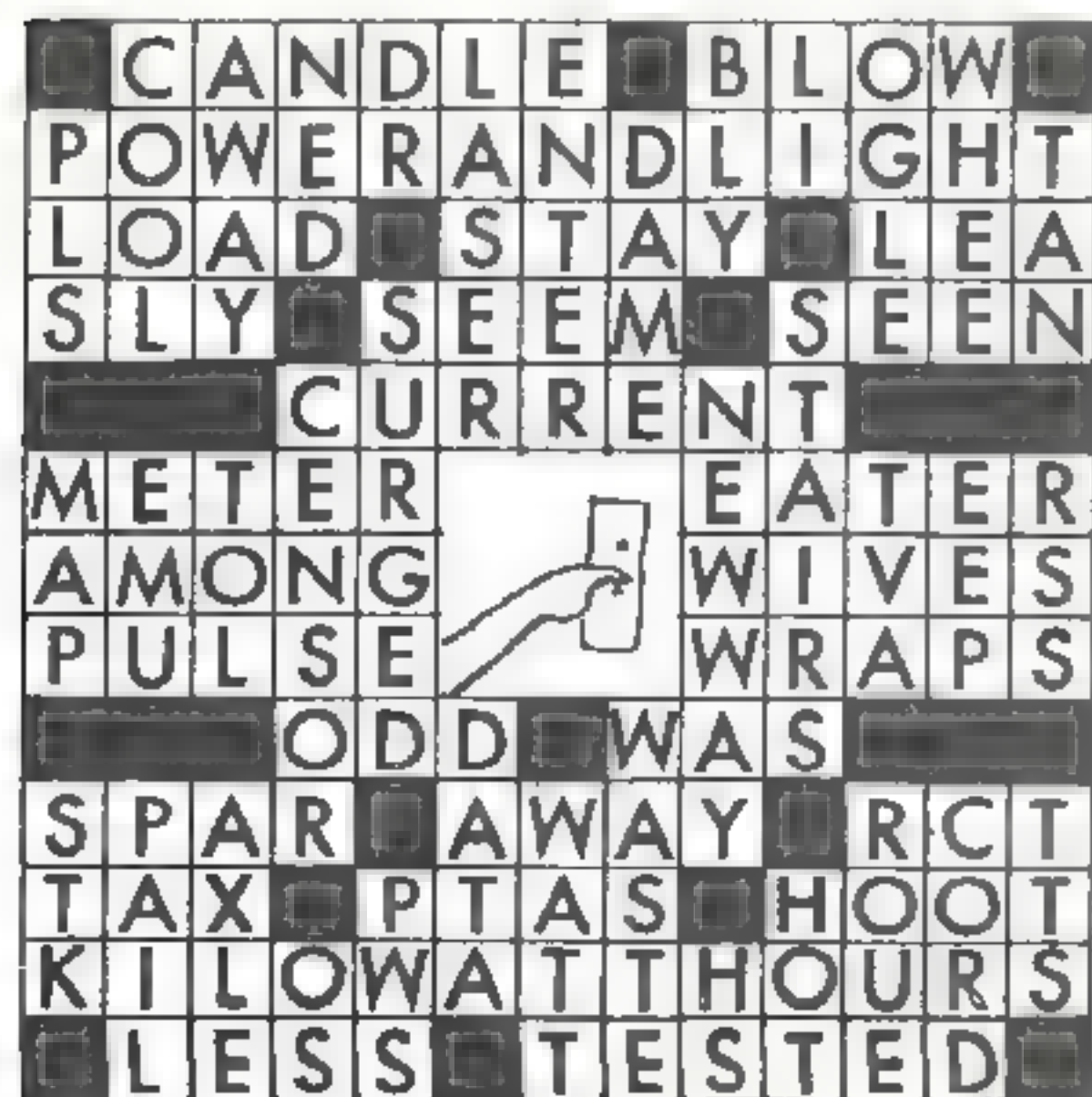
## PORT ARTHUR



Mrs. LuAn Yarnold, Port Arthur sales stenographer, was selected as the 1968 Valentine Queen for the Port Arthur Council of Beta Sigma Phi. She was chosen over ten other candidates representing Beta Sigma Phi chapters at a pre-holiday dance. With her above is her husband Harold.



The fifth grade class of Sam Houston Elementary School in Port Arthur toured the Port Arthur Service Center March 5 as a culmination of their study on electricity. Port Arthur Home Service Advisor Becky Jones (right background) conducted the tour and gave a slide talk. Thirty-eight students and their teacher, Mrs. Virginia Moss, made the visit.



Pamela Sue Williams, daughter of Sue Williams, home service advisor, took Reddy Kilowatt cookies and a statue of Reddy to school with her Feb. 12. Pamela explained to her class all about Reddy and what he does for us. Pamela is in Miss Frances Whitehurst's kindergarten class at Robert E. Lee School.

## LOUISIANA STATION



The Big Horseshoe Lake in beautiful Pointe Coupee Parish, better known as False River, has given up another big one. This eight pound beauty was caught on a "Flapper" by John W. Hebert, station engineer at Louisiana Station. No one believed John's eight pound story until he produced the fish. Now we do believe.

S. A. McKenzie



Gail Carpenter, daughter of W. B. Carpenter, turbine engineer at Louisiana Station, recently won the title of "Miss Personality" in the Miss Rodeo Louisiana contest in Baton Rouge. She represented the Block and Bridal Club, and with eight other girls was judged on horsemanship, personality and appearance. She is a sophomore at Louisiana State University.

Donna Parsons

## NELSON STATION



Donald LaRocco, equipment operator, holds the trophies won by his Junior Boys League basketball team. The team goes by the name "Raiders" and from the look of the awards Don is holding they must live up to their name. The Raiders are from Sulphur, La. which is also Don's home town.

Jean Buck



# You Have A Problem

## Your Solution May be Worth A Share of Stock

**Y**OU are out cutting your grass on a particularly fine Saturday morning. A neighbor walks toward you across the lawn and you note a bit of a frown on his face.

With no more than a brief "Good morning," he begins rapidly . . .

"Last night the wife and I went over to the Smith's on the other side of town for a little bridge game. While we were there I noticed Smith's electric bill for the past month on his desk. It was about \$15 less than mine.

"I asked Smith if they had been on a vacation or something, but he said no, that their bill is always about the same at this time of the year.

"Right away we began comparing figures and I noticed that his bill always seems to run less than mine.

"His house is the same size as mine and we have about the same number of light fixtures. All our electrical equipment is about the same because the same builder built both our houses. We even have

identical heat pumps and refrigerators. To top it off, we have the same size families.

"Now you work for Gulf States, tell me—Why is it that my bill is higher than Smith's?—Do you charge cheaper rates on the other side of town?"

☆ ☆ ☆ ☆

How would you answer this question? You could just answer "I don't know," or "That's not my department," and leave it at that, but then your neighbor wouldn't have a very high opinion of you or the Company. So you have a problem.

*Plain Talks will award a share of Gulf States Common Stock to the employee who first sends us a customer-winning solution to this problem. Give us your name and address and your phone number at work. Address your answer to "Plain Talks Problem Contest," Beaumont, and drop into the Company mail. The winning solution will appear in the next issue.*

*If you have a problem that you would like to see appear in this column send it in too. Maybe someone can solve it for you.*



# Scholarship Program

### EDITOR'S NOTE:

*In the months ahead this space will be utilized to explain in detail our Company's employee benefit package. It is hoped that this series of articles will give a clear understanding of these programs to all Gulf Staters.*

In May of 1961 the Board of Directors approved a program called "The Gulf States Utilities Company College Scholarship Program." The aim of the program, which became effective in the fall of that year, was to place a college education within reach of qualified dependent children of deceased or permanently and totally disabled employees or annuitants of our Company.

In the nearly eight years since the program started, 26 children have been able to attend college as a result of this program. This was done at a cost to the Company of \$33,775. Today these people are school teachers, engineers, accountants and journalists, enjoying the full life that education can bring in our time.

Each student in the program receives \$750 per academic year for a period equivalent to not more than four years. The money is specifically earmarked for expenses incurred in attendance at an accredited college or university where adequate instruction in the student's chosen field of study is available.

The student is allowed to select the school he will attend and the course of study he will pursue.

Students eligible for the scholarships must have a high school diploma or its equivalent. Their parent must have had at least one year of service with the Company and must have died, or become permanently and totally disabled, while employed by the Company or formally retired from the Company.

Application instructions will be furnished to interested students on request. They should apply to the appropriate division manager. He will forward their applications to the Scholarship Selection Committee for consideration.

Application for the scholarships should be made after the applicant has met all requirements of the college or university of his choice. An extension of time for filing may be granted if an applicant cannot attend the first academic year due to circumstances beyond his control. Also, the parent or guardian of the applicant must approve the application in writing.

There is no exact age limit for applicants. Generally they will be considered during the first four years after the graduation date of their high school class, but the period may be extended by taking into account military service, gainful employment necessary to finance the educational program or any other individual circumstances which the committee believes to be reasonable and proper.

Scholarship awards and the continuation of awards already granted is based on five main points:

- 1) Seriousness of purpose
- 2) Aptitude and scholastic standing
- 3) Character and estimate of potential ability
- 4) Financial need
- 5) Opinion of high school, prep school or university educators

The remarriage of the surviving parent does not in itself disqualify the children from applying for the scholarship under the program.

Once a scholarship is awarded it will remain effective during the entire undergraduate period, up to a maximum of four years, provided the participant achieves a satisfactory scholastic record. He must also continue to deserve support from the Company with respect to the considerations on which he was originally selected. These decisions are made by the committee on the basis of individual consideration rather than any predetermined formula.

The \$750 a year scholarship is paid to the participant in two \$375 payments. He receives one at the beginning of the fall semester and the other at the beginning of the spring semester.





Mrs. Amson Corner

# BLUE RIBBON DISHES

Entering contests and cooking are the hobbies of Mrs. Amson Corner of Abbeville, La., who supplies our March recipes. Mrs. Corner has just returned from the Pillsbury Bakeoff in Dallas where she was among 100 finalists from across the United States. Mrs. Corner was also a finalist in the 1961 bakeoff held in Los Angeles. In all she has been a winner in at least eight national cooking contests.

Below are some of Mrs. Corner's favorite recipes. Among them is her own 1961 winner.



## Vienna Cream Torte (Mrs. Corner's 1961 winner)

### Crunchy layer:

$\frac{1}{3}$ cup slivered blanched almonds	1 Tbsp. sugar
1 Tbsp. butter	$\frac{1}{2}$ tsp. cinnamon

### Batter:

$\frac{3}{4}$ cup all purpose flour	$\frac{1}{8}$ tsp. cloves
2 Tbsp. instant non-fat dry milk	2 Tbsps. butter
$1\frac{1}{2}$ tsp. baking powder	1 tsp. grated lemon rind
$\frac{1}{2}$ tsp. cinnamon	$\frac{1}{2}$ cup sugar
$\frac{1}{4}$ tsp. each salt, nutmeg, ginger	2 egg whites
	$\frac{1}{3}$ cup water

First make sour cream filling according to recipe below.

Then make crunchy layer: Toast almonds in the butter in an 8 in. round layer cake pan lined with aluminum foil in electric oven at 400 degrees, stirring frequently, for 8-10 minutes or until golden brown. Combine sugar and cinnamon and sprinkle over almonds. Spoon sour cream filling over almonds, spreading evenly. Make batter: Sift flour with dry milk, baking powder, salt and spices. Combine butter with lemon rind and sugar. Mix well. Add egg whites and beat well. Add the sifted dry ingredients alternately with  $\frac{1}{3}$  cup water, beginning and ending with dry ingredients. Blend well after each addition. Pour over almond filling layer. Bake at 350 degrees, 40-45 minutes. Cool 15 minutes; turn out and remove foil.

**Sour Cream filling:** Combine  $\frac{1}{2}$  cup sugar and 1 teaspoon cornstarch in saucepan. Stir in 1 cup sour cream (thick or commercial) and 2 unbeated egg yolks; blend well. Cook over medium heat, stirring constantly, until thickened. Add 1 teaspoon grated lemon rind and  $\frac{1}{2}$  teaspoon almond extract. Chill 15 minutes.

## Southern Rice Dressing

### Roux

1 tsp. shortening  
1 Tbsp. flour  
2 cups broth, chicken or beef  
 $\frac{1}{4}$  tsp. garlic salt  
1 cup chopped giblets or ground beef

1 Tbsp. instant vegetable flake  
1 Tbsp. instant minced onion  
4 cups cooked rice  
Salt and pepper to taste

Mix roux and cook over low heat until brown. Add all other ingredients except rice. Let cook 30 minutes. Mix with cooked rice and seasoning. Simmer for about 10 minutes.

If desired 1 small can of lobster may be added when rice is mixed in.

## Golden Chicken Bake

2 lbs. chicken parts	1 can (10 $\frac{1}{2}$ oz.) golden mushroom soup
1 tsp. salt	1 Tbsp. minced parsley.
$\frac{1}{4}$ tsp. red pepper	
2 Tbsp. melted butter or margarine	

Arrange chicken in single layer (skin-side-down) in shallow baking dish (12 x 8 x 2"). Dribble butter over chicken. Bake in a 400° oven 20 minutes. Turn chicken; bake 20 minutes more. Stir soup; pour over chicken; sprinkle parsley on top. Bake 20 minutes more. 4 to 6 servings.

## Pecan Layer Cake

3 cups sifted flour	2 tsp. vanilla extract
4 tsp. baking powder	4 eggs
1 tsp. salt	2 cups chopped pecans (fine)
1 cup butter or margarine	1 cup milk
$1\frac{3}{4}$ cup sugar	

Sift flour, baking powder and salt together. Cream butter and sugar together until very light and lemon colored. Add vanilla flavoring. Beat in eggs one at a time. Stir in  $1\frac{1}{2}$  cups chopped pecans. Blend in sifted dry ingredients alternately with milk, beginning and ending with the addition of dry ingredients. Turn batter into well-greased and floured, 12 x 9 x 3 inch pan. Bake at 375°F for 35 to 40 minutes; when cool, frost with your favorite icing and sprinkle remaining nuts.



AFTER FIVE DAYS RETURN TO

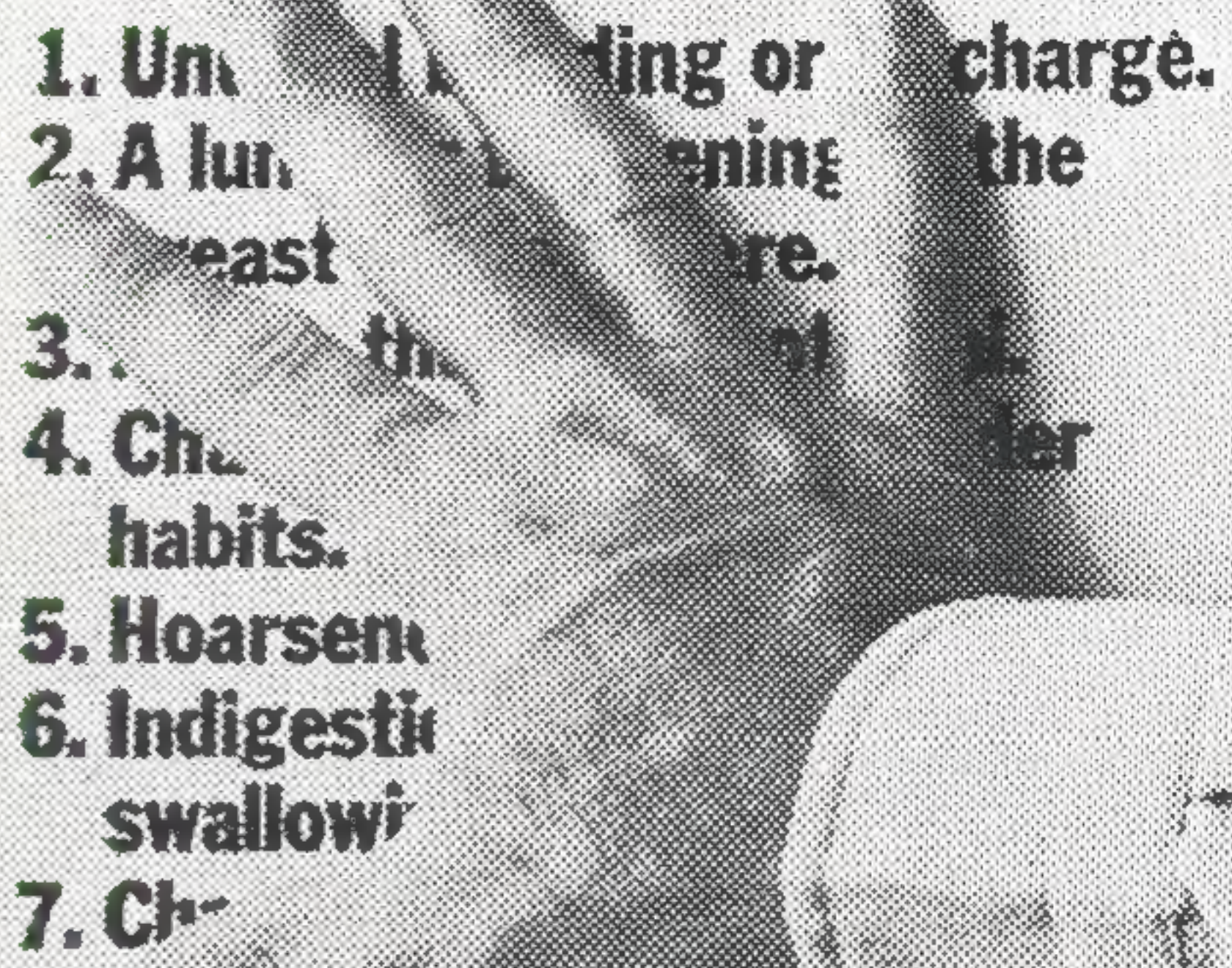


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## Do you know the seven warning signals of cancer?

- 
- A black and white illustration of a hand with the index finger pointing towards a list of seven warning signals of cancer. The background is a textured, stippled gray.
1. Unusual bleeding or discharge.
  2. A lump or thickening in the breast or elsewhere.
  3. A sore that does not heal.
  4. Change in bowel or bladder habits.
  5. Hoarseness.
  6. Indigestion or difficulty in swallowing.
  7. Change in a wart or mole.

1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor immediately.

American Cancer Society 